

# PRINTERS' INK

Registered U. S. Patent Office  
A JOURNAL FOR ADVERTISERS  
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NEW YORK, DECEMBER 8, 1932

10c A COPY

## "WHAT'S IN A NAME?"



ORIGINALLY the function of a name was to show the essence of the bearer's personality. The first John Smith doubtless was John-the-Smith. Simon Bar-Jona had his name changed to Simon Peter because his faith had grown to the solidity of rock.

Choosing a name for a product imposes no slight responsibility. Merchandise well named often jumps into immediate acceptance. Names that are meaningless or inept often are responsible for retarded sales activity.

The P. H. Hanes Knitting Company have been making underwear for more than a score of years. The fabric is beautifully soft. In this they have no monopoly. But in cut and in fit, Hanes produces garments that have all the give and take of epidermis. Seams are about as rip-proof as the night-wear of the small boy who preferred to "sleep raw." Buttons have almost as lasting an affinity as freckles. *The reasonableness of the price is equally remarkable.*

In the light of these facts it was a normal, natural thing to change the name Hanes Underwear to Hanes Wonderwear.

Through advertising that holds these garments up for inspection Wonderwear is winning men in all classes to Hanes. Because of style, fit, durability and price the rich and not-so-rich are becoming brothers next to the skin.

## N. W. AYER & SON, INC.

Advertising Headquarters

WASHINGTON SQUARE, PHILADELPHIA

New York

Boston

Chicago

San Francisco

Detroit

London

# BUYERS...

## *not just readers*



**T**ODAY, in America's cities, about one out of seven families is on public relief. Others barely "make ends meet". It is important, therefore, that your advertisements are aimed at people with dollars as well as desires, at purchasers rather than just people.

In Milwaukee, one of the most stable of the large cities, The Journal gives concentrated coverage of the families which have money to spend. In the city and suburbs, The Journal is read in more than 81 per cent of all homes having incomes of \$2,500 or over.\*

Exclusive schedules in The Journal cover the homes worth advertising to, and sell the market thoroughly—and without waste—at a single low advertising cost.

★From the Consumer Analysis of the Greater Milwaukee Market and a reader survey made by the American Appraisal Company for a Milwaukee department store.

## THE MILWAUKEE JOURNAL

**FIRST BY MERIT**

# PRINTERS' INK

*Registered U. S. Patent Office*

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Vol., CLXI

NEW YORK, DECEMBER 8, 1932

No. 10

## General Foods Turns Stockholders into Working Customers

A Step-by-Step Account of How 55,000 Are Cultivated, Causing Increase in Sales and Good-Will

As Told to C. B. Larrabee by

**C. M. Chester**

President, General Foods Corporation

ANY impression that stockholders do not work gladly and aggressively for the company whose stocks they own, has been pretty thoroughly disproved by our experience in working with stockholders over a number of years.

Our stockholders have shown that they form an important market for the sale of their company's products. They use their influence with their friends in behalf of these products. They definitely aid in gaining distribution for new items. Also they help in making studies and in furthering the development of their company's educational program.

There are at present 55,000 stockholders of General Foods—incidentally there were less than half that number in the autumn of 1929.

Figuring between four and five members per family, the present group represents a quarter of a million people. We know that many of these people definitely influence the buying habits of neighbors, relatives, and others; perhaps the total sphere of this influence includes hundreds of thousands.

While this group is not large, compared with non-stockholders, we have evidence that it forms a highly responsive market, giving results much greater than would be the case if they didn't have a direct personal interest.

As soon as a man or woman (and about half of our stockholders are women) buys stock in our company, a letter signed by the company's president is sent shortly after the purchase of the stock. In this way the letter is received while the purchase is still fresh in the stockholder's mind. We get many appreciative acknowledgments of this letter, indicating that the new stockholder starts off his connection with the company in a spirit of co-operation.

Enclosed with the letter is usually a sixteen-page booklet with the title, "Products of General Foods." In this we list all of our products and describe a number of them, showing full color pictures of the packages, giving a short history of the products, and a brief sales talk about each item featured.

The first page contains an introduction which is headed, "Leadership Established Through Years of Quality and Continuous Advertising." Here we briefly summarize the reasons for our company's record and we believe that this page, alone, plays a fairly important part in creating the acceptance of our advertising and products which is characteristic of our stockholders.

Occasionally we substitute for the product booklet an especially timely piece of literature inform-

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ing the new stockholder on the current condition of the company, and also stressing the principal products.

Every three months we mail to our 55,000 stockholders a report. For three of the quarters, the first, second and third, the chief financial material consists of a profit-and-loss statement for the quarter itself and cumulatively, if

plain in some detail what we are trying to do in it.

For instance, in this folder there are about two columns telling about our radio programs, describing their nature and telling stockholders at what hours and over what networks they can hear them.

We announce that we received several thousand orders for our new cook book from stockholders alone. We then tell something about Frosted Foods operation and the expansion of our oyster business. In closing, we present an analysis of our stockholders, telling for example how many own less than twenty-five shares, more than 100 shares, etc.

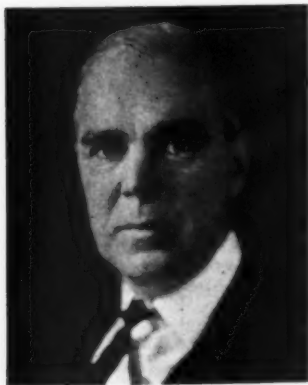
The folder is illustrated with pictures of a number of our products and beneath each picture is a caption carrying a brief, but pointed sales story.

Our annual report we try to make as simple and as informative as possible. We know that among our many stockholders comparatively few are highly skilled in analyzing a consolidated balance-sheet, or the consolidated statements of profits and loss, or surplus. Therefore, in our message to the stockholders we interpret these figures and furthermore summarize the company activities during the year. In our annual report published last March we had a chart showing all our principal subsidiary companies in their relations to each other as well as a brief history of the company from its beginning.

It is obvious that we are endeavoring insofar as it is possible, to help our stockholders become real partners. We believe that they are entitled to news of the operation of the company, and that they are vitally interested in new products, more vitally interested, indeed, than the average consumer.

Incidentally, several thousand retail grocers own stock in our company. We feel, therefore, that our work is particularly interesting to this important group of stockholders.

We are not afraid to ask the



C. M. Chester

it is for the second or third quarter, for the period of six or nine months since the beginning of the year.

The quarterly reports include news letters telling our stockholders about the progress of the company. The information is boiled down so that it can be contained in a leaflet that can be mailed with the check without any extra postage charge.

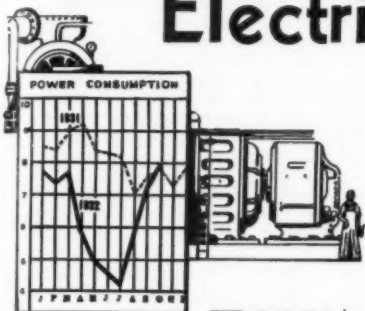
To give an example of the information included, I can best summarize the report sent out for the third quarter of 1932. This opens with an explanation of earnings and dividends and an analysis of comparative figures.

The next item tells about the introduction of two new products, Grape-Nuts Flakes and Bliss Coffee, and of Log Cabin Syrup in bottles. Following this is a description of our advertising policy. In the statement we emphasize the policies of our advertising and ex-



# Electric Power

## steps up to 1931!



**P**OWER consumption means industrial activity and activity means Spendable Income all along the line!

• Consumption of electric power by 70 of Rhode Island's larger manufacturing plants was 9.5% greater in October than in September, and surpassed the power consumption in these plants for October, 1931.

### Journal-Bulletin FAMILIES:

In Rhode Island

**2 OUT OF 3**

Average for State  
as a Whole

In Providence

**19 OUT OF 20**

A. B. C. CITY

The four major industries represented—textiles, metal trades, jewelry and rubber—all showed increases over September, ranging from 4.8% to 22.1%. Both textiles and rubber scored increases over the corresponding month of 1931.

• Rhode Island's record of industrial recovery in the last half-year, and the unusual dominance of her leading newspapers, make this Providence market one of the most promising on your list for 1933.

## Providence Journal & Bulletin

*Dominating New England's Second Largest Market*

CHAS. H. EDDY CO.  
Boston • New York • Chicago

Representatives

R. J. BIDWELL CO.  
San Francisco • Los Angeles • Seattle

co-operation of stockholders because we know they like to co-operate. We get numerous letters giving us helpful information, and expressing warm appreciation of the quality of our products. People don't sit down and write unsolicited letters of this type unless they are genuinely and vitally interested in the welfare of the company.

One of our most recent activities was to send out a straw ballot which carried at its head the following message signed by the company's president:

"As a stockholder you can definitely aid in the earning of dividends—through your steady patronage of General Foods products.

"That you may determine for yourself and for our guidance how many of the company's brands are regularly used in your own kitchen, we urge that you have the following list checked. In addition, you can assist in stimulating General Foods sales by submitting the list for checking by your relatives and friends as well. Additional copies of this list will be sent upon request."

The list presented in the straw ballot consisted of our principal advertised products, and below the space that was left for the signature we asked each owner of our stock to list on the other side of the sheet the competitive products that he buys and his reasons for that preference.

Up to date we have received several thousand ballots. Not only do nearly all of these check the list of products, but, in addition to that, many of the stockholders have used the back of the ballot to give us helpful suggestions.

#### ***Answers Are Being Analyzed***

These replies are being carefully analyzed and the result will be a body of data which should be most helpful for production, research, sales and advertising executives. It is surprising in studying these ballots to find out how intensively many of our stockholders are using and boosting our products.

Finally, there is a letter that we do not like to send but which has proved its value. As soon as a stockholder sells out and we are notified, he is sent a letter, individually typed, and signed, expressing our regret and the wish that he will retain his friendship for the company and products.

We have received a number of pleasing replies, telling us how much this letter is appreciated. In numerous cases, the former stockholder states that he will emphatically continue his support of the products and regain his financial partnership as soon as he conveniently can.

#### ***Cook Book Leaflet Mailed with Quarterly Statement***

Recently, we published the "General Foods Cook Book" which contains more than 600 recipes and ninety-five menus as well as a great deal of helpful information on cooking and buying foods. This represented an investment of thousands of dollars, and it is being generally sold for \$1 per copy.

At the time we sent out our second-quarter statement to our stockholders by means of a four-page leaflet, we featured the cook book on three pages with a news letter on the fourth page. We described the book and offered to sell it to stockholders for \$1, enclosing an order blank on the back of which was space for five other names in case the recipient of the folder wished to buy more than one copy.

Several thousand stockholders have already bought the book and their orders are still trickling in. Some of them purchased in quantities of six and others in quantities of twelve. Interestingly enough, one-half wanted the book autographed by the president of their company.

Frequently our stockholders have been helpful in encouraging the distribution of new products.

For instance, the distribution of Birdseye Frosted Foods is being extended on a city-by-city plan. In any city of any size, General Foods stockholders are representative of

*(Continued on page 95)*

## THE DES MOINES REGISTER and TRIBUNE

230,221 Daily A. B. C. 208,243 Sunday

•

Walter Lippmann, Mark Sullivan, O. O. McIntyre, Heywood Broun, Walter Winchell and many others write exclusively for The Des Moines Register and Tribune in Iowa.

Because this newspaper brings to its readers the quips and squibs of the nation's outstanding writers, a solid state wide circulation has been built in Iowa . . . a circulation that comes entirely from editorial merit and dependable home delivery service.

Doing big things in a big way, whether bringing subscribers ALL the top-notch newspaper writers, or selling merchandise is a habit with The Register and Tribune. Advertising in The Register and Tribune is a good habit to acquire.

•

In New York talk to I. A. Klein, 50 East 42nd Street; in Chicago to Guy S. Osborn, 360 N. Michigan; in Detroit to Jos. R. Scolaro, General Motors Building, and in St. Louis to C. A. Cour, Globe-Democrat Bldg.

**"THE DES MOINES REGISTER AND TRIBUNE  
IS THE BACKBONE OF MOST SUCCESSFUL  
ADVERTISING CAMPAIGNS IN IOWA"**

Also operating Radio Stations KSO, Des Moines; KWCR, Cedar Rapids (both on N. B. C. Blue network); and WIAS, Ottumwa.



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CORNELIUS F. KELLY, *Chairman, Kelly-Smith Co.*

Send contributions to **THE UNITED HOSPITAL FUND**

# The Sick *can't wait for better times...*

UNITED  
HOSPITAL  
FUND  
ADVERTISING  
AND  
PUBLISHING  
COMMITTEE  
*Asks  
YOUR  
Support*

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E. L. Moore, *Brooklyn Times*

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E. F. Seixas, *The Brooklyn Citizen*

Louis Wiley, *The New York Times*

Ray T. Wilken, *The Daily News*

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K. H. FULTON, *Chairman, General Outdoor Advertising Co.*

Frank Birch, *Criterion Advertising Company*

Edward Dreyfuss, *United Advertising Corp.*

F. T. Hopkins, *National Outdoor Advertising Bureau*

HOSPITAL FUND • Care of Stanley Resor, 420 Lexington Avenue, New York City

# Salesmen at Christmas

Commercial Bribery That Bribes Nobody

By W. B. Edwards

**S**TORE buyers, especially buyers for important departments in the larger stores, don't have to hang stockings over their fireplaces. In fact, they don't even have to believe in Santa Claus. For just as surely as Christmas rolls around, just that certainly will they be deluged with gifts of an amazing variety and printed and engraved greetings of even greater variety.

As a matter of fact, anybody who buys anything may rest assured that holiday greetings will be his in overflowing measure. Officially, this will be a rather lean Christmas. That is, companies—as business organizations—have undoubtedly pruned their budgets so severely that even the Christmas gift budget has been cut, if not entirely eliminated. But the salesmen—even though they may have to pinch and scrimp in order to do it—these big-souled ambassadors of business will see it through. They know that it hurts more to suffer than to share, and, as usual, they will give lavishly.

Every name on the calling lists of most salesmen—including people who have not been called on for months and perhaps years—will receive at least a card with an appropriately worded seasonal greeting. Favored customers and prospects will receive more substantial tokens of the meaning of the brotherhood of man. As for particularly favored buyers, the Christmas shopping problem will be no problem at all or, if it is a problem, it will not be one of what to buy, but of to whom to give the mountain of gifts that perspiring postmen and expressmen will leave at their doorsteps.

Now I don't want to be bull-headed about this practice. I'll go so far as to admit that perhaps a handful of buyers are likely to favor most those salesmen who give most. But that's as much as any-

body who views this utterly nonsensical, wasteful and sometimes hurtful procedure can credit it with.

On the other side of the ledger are these easily substantiated charges against it:

1. Leaving aside all points of ethics, it is a fact that a buyer who doesn't buy strictly on the intrinsic merits of each offering doesn't hold his job long these days. If the buyer is also the owner of the business, it is equally true that his business life is going to be short, and far from sweet, if he fails to buy on that same basis. Consequently, if the salesman's purpose is to influence purchases—and, after all, he doesn't do it because he is big-hearted—the expenditure is certain to be simply so much waste.

2. These gifts don't raise the salesmen in the estimation of those to whom they are sent. To the contrary, sane and level-headed buyers recognize them for what they are—none-too-subtle bribes—and react accordingly. As for cards of seasonal greetings, they are usually so patently false in their protestations of Yuletide cheer, that they grate on the sensibilities of many buyers who get them. Their crass commercialism is obvious, if in no other form, in the bushels of cards that every buyer gets from salesmen whose names are remembered only with difficulty, if at all.

## *Salesmen Play Favorites*

3. Still looking at this practice in a cold-blooded way, it must be recognized that salesmen are apt to play favorites in disbursing their gifts. If this favoritism were based on anything other than the volume of business placed by each buyer, there might be some justification for it. But, as a rule, it is solely on this basis that sales-

# *Santa Will Pay His Annual Visit to Detroit*



*Actual photograph, Friday, November 25, of downtown Detroit*

**Concentrate  
in The News  
and Reach  
Detroit's  
Buying Power**

One of the greatest crowds of shoppers in the history of Detroit swamped the downtown section on the two days following Thanksgiving. Detroit still has money to spend as evidenced by this response to newspaper advertising. Many factors contributed to these phenomenal shopping days, among them a distribution of nearly five million dollars in Christmas Savings Club funds and rising employment in the automobile industry. Detroit is America's fourth city with huge population—a particularly desirable market because you can cover it economically and adequately by using just one newspaper. The News, with a coverage of 71% of the homes with incomes of \$3,000 and over, offers outstanding advertising value.

## **The Detroit News**

*New York*  
**I. A. KLEIN, INC.**

**THE HOME NEWSPAPER**

*Chicago*  
**J. E. LUTZ**

men determine what sort of gift they will give to each buyer. Surely the dangers of playing favorites need no elucidation.

4. More often than otherwise, the receipt of these gifts is embarrassing to buyers. Under certain circumstances, it casts suspicions on them. More than one buyer has fervently wished—and with very good reason for so doing—that certain salesmen had not been so philanthropically inclined.

5. Sending gifts to the wives of buyers, or to buyers' home addresses, is simply a clumsy effort to cloak the iniquities of the entire scheme. If not that, then it is a despicable effort to get around the rigid rules adopted by many organizations which prevent any employee from accepting gifts from sources of supply.

6. Where buyers feel compelled to return gifts—either because they personally disprove of the idea or because house rules compel it—the relations between buyer and seller certainly are not improved. At best, it creates an awkward situation that is a bar to selling and, at worst, it leaves a definite feeling of rancor, on both sides, that hurts sales.

7. As with every other type of effort that centers around the idea of "buying" business, this plan of giving gifts to buyers inevitably leads to competition among salesmen to see who can give the most expensive and luxurious presents. Many an expense account is padded for the entire year because the salesman's pocketbook cannot stand the strain.

8. What the gift really becomes is an extra discount; a discount, moreover, that is not given to the company paying the bills, but to some individual in the company who happens to be authorized to make purchases.

In brief, the entire plan of

wholesale distribution of gifts to buyers at Christmas falls bodily into the general practice of commercial bribery. It is this very thing that the National Association of Purchasing Agents has been fighting so energetically for years. This association does not feel that an advertising novelty, for example, is to be classed as a bribe. Such things, it is convinced, are not intended to influence the judgment of buyers from the standpoint of their intrinsic value.

The association's dividing line is to be found in the question: Is the gift a deliberate effort to sway a buyer's opinion? If the answer is in the affirmative, the gift cannot be classed other than a bribe.

In this connection, it is pertinent to know that commercial bribery has been found by a Federal Court to constitute unfair competition. The Federal Trade Commission has set its face against the practice, and various States, including New York State have legislated against commercial bribery.

An exchange of Yuletide sentiments between buyer and seller, where relations are legitimately more than impersonally commercial, is thoroughly in order. But the sort of thing I am talking about does not involve an exchange of any kind. It is a one-sided, lop-sided affair; so much so that many buyers use form letters to acknowledge gifts! And the personal element, obviously, is totally lacking.

By and large, the broadcasting of Christmas cheer by salesmen is a hypocritical, commercially tainted affair. Perhaps it might be excused, even with its coarse background, if it actually accomplished anything worth while. But it doesn't. It is not only distasteful—it is also wasteful and hurtful.

This would be a good year to wipe it off the calendar.

#### Eastman with Kastor

Frank G. Eastman, formerly with Henri, Hurst & McDonald, Inc., and the Chicago office of Erwin, Wasey & Company, has joined the copy staff of the H. W. Kastor & Sons Company, Chicago.

#### New Account to Tyson

The Columbia Appliance Corporation, New York, dry cleaning machinery and supplies, has appointed O. S. Tyson and Company, Inc., of that city, to direct its advertising account. Newspapers, business papers and direct mail will be used.



There is no substitute for readers

## The BUSINESS WEEK

has won advertising leadership in its field because it is so well read by the right people.



*to turn the Trick...*

## USE *the* RIGHT WRENCH

ASSUMING that you realize the outstanding importance to you of the Chicago market . . . that Cook County alone possesses 64.4% of all the spendable income in the state of Illinois, and 63.4% of all that Illinois spends in retail sales is spent in Cook County . . . the next question is "What medium can I use to reach it with the greatest certainty and at the very lowest result-getting outlay of money?" In other words "What is the right wrench with which to turn the trick?"

When you say "the right wrench" you mean, of course,

## THE CHICAGO

CONCENTRATED QUALITY QU EV

National Advertising Representat ORGI

250 Park W YOR

Copyright, 1932, The Chicago Daily News, Inc.

CHICAGO  
Palmolive Building

PHILADELPHIA  
Record Bldg.

DETROIT AN FRA  
New Center B loadn

CHICAGO

one not too large as well as one not too small; because one that fits loosely and slips around the bolthead *without getting purchase* is as useless as one too little to go on at all.

ENCH

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er words  
e trick?"  
of course

Endless experiments and tests with all kinds of Chicago media have definitely established the fact that to turn the trick in this Chicago market the right tool for the job is—**THE CHICAGO DAILY NEWS** . . . whose four hundred thousand circulation is 96% concentrated within the actual Chicago 40-mile trading area, and 96% of this trading-area circulation is concentrated in Cook County . . . none of it goes into **SCATTERVILLE**.

It fits the Chicago market like the right wrench on a bolthead and . . . turns the trick. The experience of advertisers and the record figures repeatedly and consistently substantiate this statement.

# CAGAILY NEWS

ITY QU EVENING CIRCULATION

representat **GEORGE A. McDEVITT CO.**  
250 Park W YORK

**DETROIT** AN FRANCISCO  
ew Center B onadnock Bldg.

Financial Advertising Offices  
**NEW YORK** **CHICAGO**  
165 Broadway 29 S. LaSalle Street



## The Zero-doccus



**MEET** the Zero-doccus. He is the first of a group of terrible beasts that are being turned loose in the advertising of Essolube, Standard Oil Company (New Jersey) product. The other Moto-Monsters will be introduced one by one during the coming months.

These creatures symbolize and dramatize some of the troubles that

face motorists who use inferior oils. The Zero-doccus pounces on cold motors and makes quick starting difficult with ordinary oils.

You'll see him on outdoor posters and car cards and in some newspaper advertisements. He and his coming friends are the creations of Dr. Seuss of "Quick, Henry, the Flit" fame.

♦ ♦ ♦

## Henderson Goes Broke

**A** PERSONAL bankruptcy petition was filed last week by W. K. Henderson, of Shreveport, La., whose attacks on chain stores attracted nation-wide attention a few years ago. This is the Henderson who sponsored the Merchants' Minute Men as an organization to challenge the chains.

His crusade was conducted largely through his own radio stations, his tirades winning for him the name "Hello World" Henderson. The two radio stations, KWEA and KWKH, are not involved in the bankruptcy pro-

ceedings as their ownership is vested in the Hello World Broadcasting Company.

The petition lists his liabilities at approximately \$1,300,000 and his assets at about \$250,000.

One measure of raising funds for the battle against the chains was through the means of selling trading stamps. This practice did not meet with the approval of the retailers but the radio orator insisted on selling them just the same, until his attempts proved so unsuccessful that their sale was discontinued.

♦ ♦ ♦

### Carnahan, Western Manager, "Junior League Magazine"

Robert W. Carnahan, for eleven years with *Harper's Bazaar* and the International Magazine Company, has been appointed Western advertising manager of the *Junior League Magazine*, with headquarters at Chicago.

### To Head American Steel & Wire

Charles F. Blackmer, vice-president in charge of operations of the American Steel & Wire Company, will become president of that company, effective January 1. He will succeed John S. Keefe, who will retire on that date.



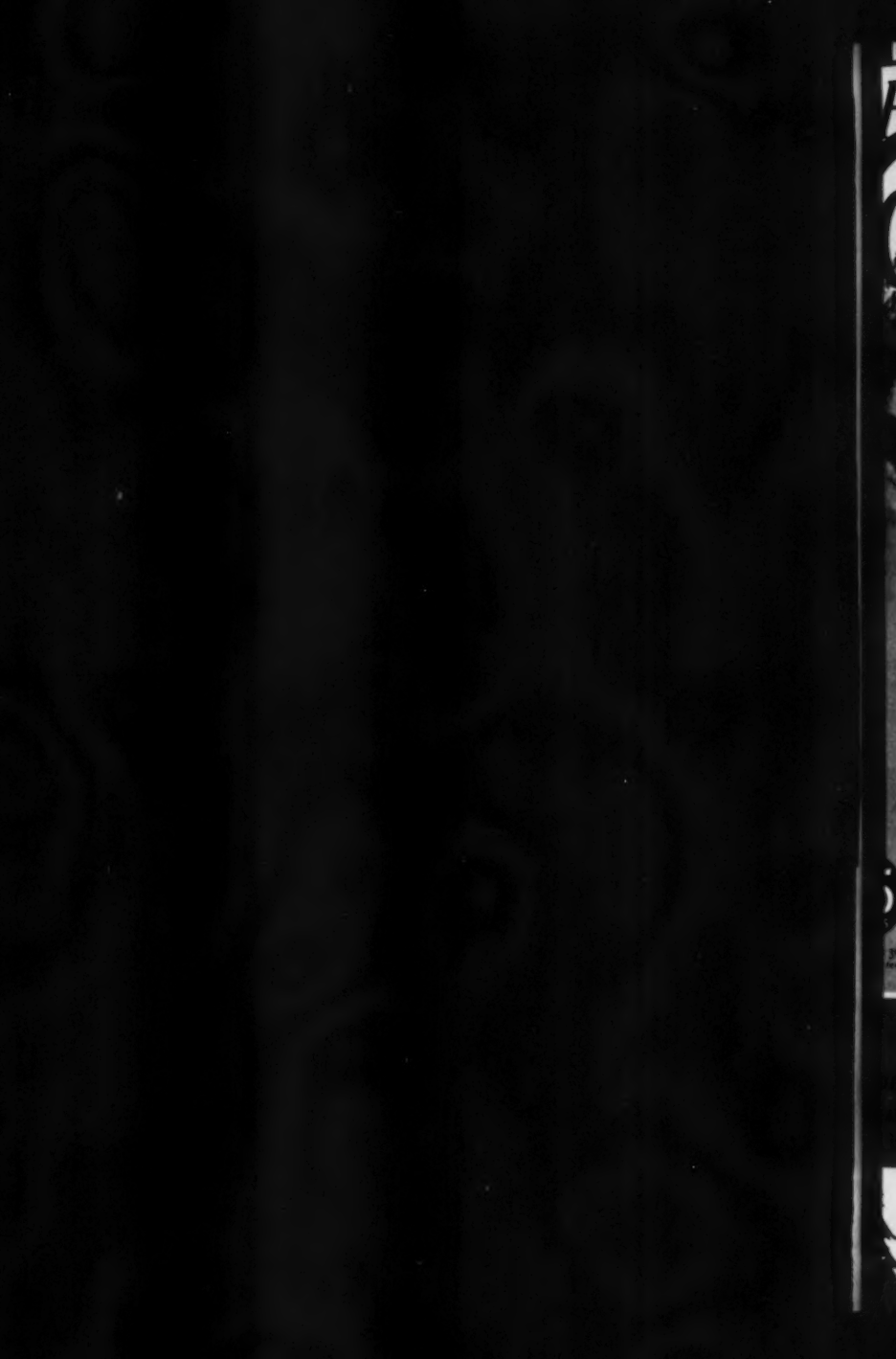
inferior  
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L-SIAR CHRISTMAS ISSUE

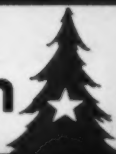


# Hearst's International Cosmopolitan

January



**the BEST publication**



The American people believe they would reach the objectives of Marshall Aid Wright, who was born up to believe, that nearly to them, comparing themselves to the other strong — and alone — team. This team has now all stood in a row and American way.

**B**

*Your* New  
NATIONAL  
Leadership

by President-Elect  
**FRANKLIN D.  
ROOSEVELT**

**Y**OU'VE HEARD national leadership is going to restore the confidence that the majority of men and women in this country rightfully bring to their own integrity and abilities. It is going to repeat about governmental actions in such areas with the rights and the economic needs of the individual man and woman. It is going to bring about a greater personal security.

There are not merely hopes. There are facts. The country has ended the Vietnam war. The country has ended the

There are the battles. There are the issues. I began and now these definite, factual administration-

the best of the  
y flow men were  
on a federal

support to a greater degree than it could under any circumstances in the tax-deferred life. But I can't leave now as we have contracted with the United States. Consequently, temporary relief cannot come in "breeding" it over along lines of end results. It is a matter to be taken in itself, worthy of no sacrifice and of the who have been

The new leadership intends to go to the heart of the

Mending  
our ways  
*under the*  
**AMERICAN**  
Plan

In 1977, according to the American Bar Association, only 10 percent of the nation's 100 largest corporations had a formal corporate social responsibility policy. Today, that number has risen to 80 percent, and many of these companies have formalized their policies into a set of guidelines that govern the way they do business. This is a significant change, and it is one that is being driven by a number of factors. One of the most important is the growing awareness of the impact that business has on society. As more and more people become aware of the environmental and social problems caused by business, they are demanding that companies take responsibility for their actions. Another factor is the growing importance of reputation. In today's world, a company's reputation is one of its most valuable assets, and a poor reputation can be devastating. Finally, there is the growing importance of risk management. As the risks associated with business operations increase, companies are being forced to take a more proactive approach to managing those risks.



by IDA M.  
TARBELL

**FORWARDED BY THE VIRGINIA**

The above was made for sending this office, whether the  
be as well as a valid ground, or it may be the nation's  
believe, based on health care and economic and transportation  
will attack this are convicted and completed in early con-  
struction funds.

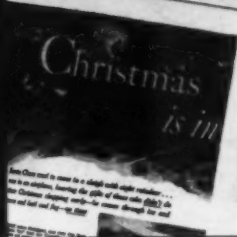
The members of the American Plan really could not have  
been surprised when the 100 years anniversary this. One of the  
visions of the Plan they moved on was creating funds for all  
construction—the right of this financial, agreements in support  
construction—the right of this financial, agreements in support  
the power in construction, it needs funds, and in some cases  
the power in construction. They are the right, which, "no,







HAROLD BELL



From Christmas Eve to now is a night with a special meaning...  
The Christmas shopping season has come through the red  
hot and hot and hot-10-10-10



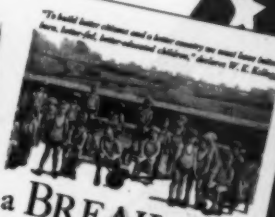
By Capt. BOGART ROGERS, R.F.C.

# W IONA ship

national leader-  
ing to restore the  
majority  
of women in this  
highly respect in  
majority and abili-  
ing to bring about  
equality in men's  
rights and the  
rights of the indi-  
vidual and women. It  
is bringing about a  
national security."



## H is Giving the Kids a BREAK



"To build better citizens and a better country we must have better-  
born, better-fed, better-educated children," declares W. E. B. DuBois

by FRAZIER HUNT



OPEN FOR Christmas...  
by the next President of  
...  
...two or three...  
...today's major...  
...and children...



# Ham & Eggs

by EUSTACE L. ADAMS  
-American style

are hardly ever right in France—  
but girls, American style, are cor-  
rectly right there, and the world over



A  
[Small text block]

# Kaleidoscope

"Nothing ever happens here!"  
sighed the night watchman.

But in 12 hours in Ward 8, a tremendous  
storm of life, death, and love had come.

There were:

Yes, 6-4000 lived in two more days she  
would well again—she never could.

Yes, 10-4000 entered the temple here.  
Would the doctor be able to restore  
her to health?

Yes, 10-4000 the doctor who, based her  
husband all the more because he broke  
them.

Yes, 10-4000 for the truth, her land  
already shared, dreaming of home—  
and Joe.

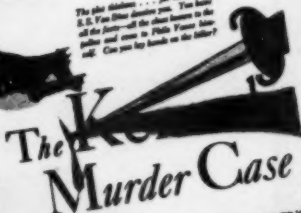
Yes, 10-4000 of her own journey—  
home—what had this doctor had  
get in the end?

A GAINST a background of in f  
advertisers present the to n  
attentively relaxed. The voluSNO  
is definitely shown in the curreys.

Among the new product making  
present day value are:

HEINZ MEAT MEAT  
PERTUSIN  
PLYMOUTH MOTOR CARS

The plot develops . . . yet never does  
it. S. Van Dine creates you. You have  
all the facts—all the clues known to the  
all the facts—all the clues known to the  
all. Can you lay hands on the truth?



# The K Murder Case

by S. S. VAN DINE  
The story is in  
[Small text block]

# The Tinsel Star



G  
[Small text block]

by S. S.  
VAN DINE





**I want the  
World to k**

Michael Schumacher's victory in the 1994 Formula 1 season was the first of his seven titles.



**O. O. McINTYRE** says:  
"If I had a boy I should like him to awaken on  
Christmas morning and be jugged over a single girl!"—

*"If I had a boy  
Christmas morning and he gave me...*

# A Pair of Red-topped, Brass-toed Boots for Christmas

[illegible]

My first  
experience  
in working  
as a member  
of this group  
has been



the...  
the...  
the...  
the...  
the...

2008-2009

In the hotel, everything else of an almost-ideal group  
for being was missing. The highest rooms the room to  
take in a beautiful town. There was a small hotel  
in my rooming was in orange and had a  
of many in the rooming.

*Little Town*



Another copy is in the Manuscript Collection of the University of Michigan Library.

[illegible]

most interesting city?"  
KELLY, rather expecting  
such, Mrs. Kelly answered:

of BET

[illegible]

re still GOOD  
this Chastened



TIDINGS of Great Joy  
World of 1932?

by ABBÉ  
ERNEST DIMNET

Illustrated by E. P. Winter

Hearst's International  
combined with  
**Cosmopolitan**

(Trademark Registered in U. S. Patent Office)

Contents for  
**JANUARY, 1933**

This is an ALL-STAR ISSUE of  
 some names imply. But every  
 issue of COSMOPOLITAN is a  
 STAR issue for its advertising.

What other magazine maintains  
 such an alert—vivid—entertain-  
 ing editorial standard?

What other magazine so com-  
 pletely attracts the interests of both  
 men and women?

What other magazine can show  
 —in the times we have just been  
 through—so widespread growth in  
 the face of price maintenance?

What other magazine merits your  
 advertising to make right now of  
 COSMOPOLITAN? What other  
 magazine can maintain an all-round  
 growth?

Hearst's International  
combined with  
**Cosmopolitan**

534 St. of America, New York

THE LARGEST CIRCULATION WITH MORE THAN  
 ONE AND ONE HALF MILLION CIRCULATION

F. P. A.

Franklin D. Roosevelt

Roberts Rinehart

Joy for this  
 Abbe Ernest Dimmock

A. J. Cronin

Logart Rogers, R.F.

ess Streeter Aldrich

ne Schumann-Heink

S. S. Van Dine

Harold Bell Wright

Copyright, 1933, by Harold Bell Wright

Eustace L. Adams

Damon Runyon

ean Plan

Ida M. Tarbell

anor Mercein Kellogg

n Morehouse Ave

Frazier Hunt

Robert W. Chambers

is for Christmas

O. O. McIntyre

Alan Le May

Mary Randolph

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# "Deal" Strangles Chain Good-Will for Branded Lines

Destructive Tactics of Manufacturers, This Operator Says, Make Featuring of Private Brands Essential to Profits

By R. I. Harry

General Sales Manager, The Kroger Grocery & Baking Company

[EDITORIAL NOTE: In this thoughtful and courageously written paper Mr. Harry brings out the significant fact that it is neither pride in their great distribution facilities nor pique against the manufacturer which causes chain-store companies to feature their own private brands in certain lines as against advertised brands.

The basic cause, according to the experiences of the Kroger company, is in the profit-wrecking effects of the "deal"—a rapidly growing modern merchandising monstrosity that forces the dealer to sacrifice profit on the advertised line and obliges him in simple self-defense to make it up on something else.

Under the circumstances set forth here, it seems reasonably plain that some manufacturers had better get away from their apparent thought that something magical or even sacred becomes attached to an item just because it is generally advertised. Advertising can produce good-will, all right enough; but of what intrinsic worth is it if it has to buck against price-cutting tactics?

Chain-store systems would gladly use this good-will too, as is seen by Mr. Harry's remark that "it is plain that no large contributor is going to the trouble and expense of developing his own brand in any field where sound merchandising practice prevails."]

IN most discussions of why chains have been tending to rely heavily on their own brands, we hear little mention of one practice that must be regarded as a large part of the reason. This practice might be described briefly as "merchandising by deal."

Certain manufacturers whose

positions as mass producers are unquestioned, have fallen into the habit of selling their products almost entirely through the medium of "deals." And this has more to do with the continued dependence of distributors on their own brands than might at first appear.

It should now be apparent that manufacturers in some lines, while protesting their innocence, have deliberately fostered and encouraged price-cutting to such an extent that if it were not for a few far-sighted manufacturers who have managed to keep their products out of the "football" class, and particularly for the chains' own brands, not a single chain in the country could have weathered the recent storm of declining prices, with the rising operating expense ratios which resulted.

## How the "Deal" Process Works Out

Take one example which could be multiplied many times:

Manufacturer offers a chain buyer one case free with ten, provided the chain will run a sale at a cut price. On the same day he offers the same deal to every other important distributor.

Let us assume the deal represents a reduction of 1 cent in the unit cost. In order to satisfy the manufacturer and meet the established "cut price," the chain must reduce its price 2 cents or even more. Thus the manufacturer secures both inexpensive advertising and effective distribution, while the chain is forced to carry the load and to sell several weeks' supply of the product at from 5 per cent to 15 per cent gross profit, considerably under the cost of doing business.

There will be no possibility of profit on fill-in sales. Because, on

this particular product, these "deals" are made with calculated regularity. Customers get into the habit of waiting for them—and then stock up at prices which are always contingent upon the purchase of a quantity. That purchased quantity keeps them supplied until the next "deal" brings along another quantity price. As a result of this situation, 90 per cent of the volume of certain products sold by chain distributors are sold at a loss.

Now, to continue our illustration: Almost within the hour after Manufacturer A has offered his deal, Manufacturers B, C and D, having heard about it, are keeping the wires hot with offers of free deals covering exactly the same period of time on their competing products, all made with the understanding that their products be featured at cut prices.

The chain buyer is forced either to accept these deals and run the cut prices, or to stand by and watch his competitor advertise well-known merchandise at lower prices. And so, on a certain date, in the same paper, appear several chain-store advertisements all featuring a certain brand of soap, cereal, or what-not, at exactly the same price—a price that represents a cash loss to each retailer on every unit passed across the counter.

The chains do not say that they absorb the loss. After all, they must make a certain percentage of profit on every dollar of sales and of course the public pays in higher prices on other products.

#### ***One Consumer Should Not Pay for Another's Bargain***

The principle on which the intelligent chain grocery sales manager works is that of giving the public low prices on all of its food needs, every day of the year. He believes that the consumer who is not buying X Soap should not be forced to pay more for a loaf of bread, or a bottle of milk, to make up for the bargain someone else is getting on X Soap. He believes that this is merely a form of "kidding the public"—or, perhaps we should say, "trying to!"

As a matter of fact it is recog-

nized that probably the greatest evil connected with grocery retailing today is the practice of running "cut price" special sales. It is a practice which cannot be justified to the public, and the only reason I have heard advanced for it by chains is that of self-defense.

#### ***The Advent of Grocery "Football"***

Many years ago some merchandising genius conceived the brilliant scheme of cutting the price on some one thing that nearly everyone purchased, figuring that he would thereby bring in all of the other fellow's customers and consequently do all of the business. The original plan probably worked out splendidly for about fifteen minutes, or until the competitor found out about it, met or cut under the price, and went the originator one better by cutting two items.

Thus the grocery "football" came into being, to the detriment of the entire food retailing system, and the consuming public as well.

The point today is this: No matter where, or when, these practices began, it is unquestionably a fact that they are now being maintained primarily as a result of strong support by certain producers—and not as a part of the distributor's merchandising policy. A tremendous percentage of the merchandise sold at "loss leader" prices is due to this type of "merchandising" policy originating with the producer.

(Various manufacturers, I might interject, are today exercising real control over their merchandising. They are thinking about a retail price; they are thinking about the distributor's profit; and they are getting the good-will of distributors, along with their own volume and their own profit. But the producers of the lines mentioned—the producers who are selling a very large part of their entire output through the medium of blanket "deals"—are in another category.)

At the present time, the ideas of chain sales promotion departments are much influenced by the decided coolness they feel toward certain lines of merchandise showing up on

their reports month after month with a gross profit of from 5 per cent to 15 per cent under their operating costs.

Their sleep is shattered by nightmares of free deals, accompanied by required price cuts, and their days haunted by the problem of "what can we advance to offset these losses?"

The result of this is that many manufacturers are definitely exchanging the good-will of chain sales promotion departments for temporary price appeals to a notoriously fickle public. Whether the bargain is a good one remains to be seen.

Many of those who are entrusted with the responsibility of merchandising food, both in satisfactory volume and at a reasonable profit, will be found extremely receptive toward manufacturers who substitute for present unsound and destructive policies, a platform of "fair profits for those who sell their merchandise for them."

Perhaps a sufficiently widespread tendency of this nature would lead chains to confine their efforts on their own brands to a minimum. But the very existence of such profit-killing policies is a fairly solemn warning to every distributor.

For example, no chain can fail to note that the manufacturers who are most aggressive in attempting to "merchandise by deal" are in fields where, because of various factors, no formidable private or controlled brands have been developed by distributors.

Let us suppose, for a moment, that such policies were to be followed in *every* field where no controlled brands are found. Let us suppose, further, that there were no controlled brands in *any* field. Where, then, would the distributor's profits be?

#### ***Necessity Dictates These Brands***

The fact is that no distributor would feel at all secure without his backbone of controlled brands. Necessity, not whim, dictates these brands.

Incidentally, we might note that the phrase "private brand" has largely lost its usefulness as an ex-

act term. Years ago, the private brand installed by a small retailer or a small wholesaler may have meant an inferior product. In some cases, under similar circumstances, it may still mean that.

Yet the same words as now applied to brands controlled by large chain organizations certainly have no such meaning. Absolutely impartial tests have shown many chain-controlled brands to be as high, or higher, in quality than competitive producer-controlled brands of goods.

#### ***Pride in Private Brand No Factor Today***

Again, years ago, a private label slapped on by a small retailer or wholesaler might have been the expression of a crude sort of personal pride or ambition—rather than the reflection of any effort to meet customers' quality-plus-price demands. Today, the same so-called "private" brand, sponsored by a large chain system, has no such genesis. With the investment of money necessary, no organization could afford to indulge pride or pique in this way.

On every point of practical comparison, the somewhat slipshod and reckless private-branding of early days, or of very small distributors, is completely opposed to the controlled brand policies of large chains. The early private brand was often of doubtful quality; the modern controlled brand is of assured and tested quality. The early private brand was frequently a very slow mover despite its long margin; the modern controlled brand often moves more rapidly than any competitive brand.

The old private brand, when all costs were analyzed, was unprofitable, sometimes very much so; the modern controlled brand, when all costs are analyzed, is profitable, and found to be very important both as a volume item and as the backbone of the chain's profitable existence.

Inadequate nomenclature encourages confused thinking. If brands, without reference to such tags as "private" and "nationally advertised" were reclassified on the basis of quality and value for the price,

new groupings would be found necessary.

There still may be scattered through the country, individual retailers who have on their shelves antiquated "private label" merchandise lacking quality or uniformity, and priced uneconomically.

The statements which any reputable manufacturer of tested nationally advertised brands might make concerning this "private label stuff," could be echoed at once by any large distributor of controlled quality brands. That distributor cannot be impressed, however, by the arguments which a manufacturer might bring against a brand tested both in scientific laboratories and in thousands of kitchens, and found to be the equal, often the superior, of any other brand in its price range.

Moreover, it is plain that no large distributor is going to the trouble and expense of developing his own brand in any field where sound merchandising practice prevails. We could easily name a good many lines on which no large grocery chain, for example, is making any effort to develop its own brands.

The reasons? The manufacturer's policies are such that the chain selling his product has (1) a product of assured quality (2) an economic price based on mass production and efficient distributing methods (3) a merchandising policy which does not force profitless

selling as a protective measure.

Such a manufacturer is probably familiar with more than one phase of chain-store operation and is among those who are beginning to realize that chain-store merchandising is a great deal more than merely purchasing goods, warehousing them, trucking them to stores, and filling customers' orders. They are realizing that it includes intelligent (and effective) advertising and display programs, as well as important promotion work within the chain's own organization.

No sales manager is going out of his way to include in his plans a line of merchandise that will pull his gross profit rate down below his operating expense. On the other hand, it might surprise certain manufacturers to know just how much a modern chain merchandising department can accomplish in putting across a product that has attractive profit possibilities.

In the opinion of this writer, there is nothing available to manufacturers so useful or important as the push that can be given to a product by a large chain sales department that knows how to merchandise, advertise, display and create real selling effort where the real selling is done—in the stores. The good-will and the services of that department are available to those manufacturers who are farsighted enough to take advantage of it.

### Esty Agency Appoints Space Buyers

Edwin H. Cummings and John C. Esty will join the executive staff of William Esty & Company, New York advertising agency, which, as reported last week, has been appointed to direct the advertising of Camel cigarettes and Prince Albert smoking tobacco. Mr. Cummings will be newspaper space buyer and Mr. Esty, magazine space buyer. They have been associated with the J. Walter Thompson Company in similar capacities.

### Has Paper Account

The Paterson Parchment Paper Company, Passaic, N. J., has appointed Platt-Forbes, Inc., New York, to direct its advertising account. Magazines, business papers and direct mail will be used.

### Reincke-Ellis Agency Changes Name

The name of the Reincke-Ellis Company, Chicago advertising agency, has been changed to Reincke-Ellis-Younggreen & Finn. This brings into the firm name the names of two recently added partners, Charles C. Younggreen and Joseph H. Finn, executive vice-president and vice-president, respectively. Other principals are: A. B. Reincke, president; and Wallace Meyer and C. C. Stevens, vice-presidents.

### Appoints Richardson, Alley & Richards

The Pope and Cottle Company, Revere, Mass., sectional buildings, has appointed the Richardson, Alley & Richards Company, New York, to direct its advertising account.

# YOUR MARKET for 1933 •

## Mr. Manufacturer:

Are you looking for a market that will produce profitable sales economically. . . a market that will test the sales ability of a new product?



The Indianapolis Radius with nearly two million prospective customers will provide that market for you. Indianapolis completely dominates the Radius and has 800 industries providing diversified incomes for your customers in Indianapolis, 449 Wholesalers and 4,920 Retailers to provide outlets for your products. Thirty-seven towns of 1,000 population or over are located outside of Indianapolis in the Radius.

The Indianapolis News will carry your message to the homes of your customers in This Radius. . . 97 per cent of the total News circulation is home delivered. For 38 consecutive years, The Indianapolis News has led in advertising lineage over any other newspaper in Indiana.

An aggressive advertising campaign in The Indianapolis News will produce profitable sales for you, at One Low advertising cost.

## The INDIANAPOLIS NEWS

SELLS THE INDIANAPOLIS RADIUS

New York, Dan A. Carroll, 110 E. 42d St. Chicago, J. E. Lutz, 180 N. Michigan Ave.

# Mr. Canaday Recommends R



THE BOONE MAN REPRESENTS  
27 HEARST NEWSPAPERS

## DAILY

New York Journal  
Albany Times-Union  
Syracuse Journal  
Rochester Journal  
Los Angeles Examiner

Boston American  
Baltimore News  
Washington Herald  
Washington Times  
San Francisco Examiner

Atlanta Georgian  
Chicago American  
Detroit Times  
Omaha Bee-News  
Seattle Post-Intelligencer

## SUNDAY

Boston Advertiser  
Albany Times-Union  
Syracuse American  
Los Angeles Examiner

Rochester American  
Detroit Times  
Omaha Bee-News  
San Francisco Examiner

Baltimore American  
Washington Herald  
Atlanta American  
Seattle Post-Intelligencer

# ROUTING

*"All waste effort must be routed out of the 1933 sales-map. Pick markets of the Highest Potential, where advertising dollars can make an impression upon Actually Available Dollars." Statement of Mr. Ward Canaday, president, United States Advertising Corporation.*

WE AGREE . . . for two years we have been saying "pick markets of high potentiality and Pound Them" . . . leave country lanes to nature lovers . . . get your salesmen into the cities where business is being done.

These cities are easily recognizable by their records of recent sales successes for manufacturers in widely diversified lines . . . and by the character of the newspapers in these cities that have lent their fighting co-operation.

In 14 such market-areas totaling 31,000,000 people, 27 of

the Hearst newspapers, represented by the Rodney E. Boone Organization, have notably contributed to many such successes . . . for example . . .

A maker of ice-cream luxury-novelties was twice oversold in 1932; an auto polish trebled its outlets and substantially increased sales; a maker of toilet soap sold 500,000 cakes within 60 days in a "saturated" market.

These, and many kindred successes, suggest the power of newspaper co-operation, forcefully applied in markets that are susceptible to impression . . .

CALL THE BOONE MAN



RODNEY E. BOONE ORGANIZATION  
A UNIT OF  
HEARST ADVERTISING SERVICE  
New York

Boston	•	Chicago	•	Detroit	•	Philadelphia
Rochester	•	Cleveland	•	Atlanta	•	San Francisco
		Los Angeles	•	Seattle		



ALBERT AHRENS ★  
PRESIDENT OF REFRIGERANIA

## Oklahoma City Becomes The CAPITAL of REFRIGERANIA!

**A**LBERT AHRENS of Oklahoma City is the new President of Refrigerania, "elected" by winning the recent Monitor Top Election Campaign. Ahrens, Oklahoma distributor for G.E. refrigerators, exceeded his quota by 130% to lead every other distributor in the country.

And distributors of other makes of electric refrigerators have been doing things, too. Oklahoma ranked 12th in the U. S. and 2nd in the Southwest for the first nine months of this year in the fulfillment of the quota set by the National Electric Refrigeration Bureau.

The aggressive sales tactics of the electric refrigeration industry are meeting with above-average success in Oklahoma today. The Oklahoma City Market is an above-average market for ANY worthwhile product today. The Oklahoman and Times make the selling job easier, the sales cost lower. These newspapers, ALONE, and at half the milline cost, do a more thorough selling job than all 20 other newspapers in this area combined.

**THE DAILY OKLAHOMAN  
OKLAHOMA CITY TIMES**

**THE OKLAHOMA PUBLISHING COMPANY**  
The Oklahoma Farmer-Stockman      Radio Station WKY  
Representatives — E. KATZ SPECIAL ADVERTISING AGENCY



ANY  
WKY  
ENCY

# How to Make Certain That Sales Helps Are Used

This Controlled Distribution Plan Gets Co-operation of Dealers and Jobbers and Their Salesmen

By James Ansbacher

THE dealer-help distribution system used by the American Chain Company, Inc., for Weed tire chains does not secure 100 per cent usage—but it does safeguard every single piece sent out, and it makes more certain, by three times at least, the use of advertising matter that otherwise might be thrown out or misused.

Sales promotion material is sold to dealers, jobbers, and—this is vital—jobbers' salesmen. It is sold, but not paid for. Users have to order, though the ordering is made easy for them.

The fact is kept in mind that about 20 per cent of the dealers do about 80 per cent of the business. It is figured that this 20 per cent is made up of the live merchants. It is known that they can be made to see that point-of-sale matter is sales productive, that manufacturers' sales ideas are generally workable ideas garnered from the four points of the compass where they have been successful. With this in mind and knowing that the lethargic 80 per cent will be productive of some converts, the following method is used:

Three mailings just before the season breaks are made to practically every Weed chain dealer in America. These mailings make a consecutive campaign and, so far as possible, they tie in with the national magazine and radio advertising effort.

The form of this campaign may vary from year to year, but in general it follows this plan: The first piece is an announcement (sometimes with teaser copy) of the fact that Weed chains have a full line of sales helps. The announcement suggests that the dealer look for the next piece in the campaign and stresses some

form of the slogan, "Order Yours and Use Them."

The second piece is a large broadside with enough circus in it to insure good eye appeal. This shows pictures of all the sales helps in large enough size to mean something—an important point. It carries a return card and puts pressure on having the card returned.

The last piece is a reminder that the season is about to break; it suggests that dealers order if they haven't done so. It is timed so that the material sent in answer to the card mentioned in the last paragraph arrives at the dealer's store about the time this third piece is received. Accordingly it stresses this thought heavily—"Use the Material You Have Ordered."

The procedure followed on receipt of the return card is this: To the name on the card is mailed an *assortment* of the year's sales helps with adequate pictures of the things that can't be sent by mail, such as outside metal signs, selling racks. The dealer, on the card, is asked if he wants a window display. The same things are sent to all, except for the omission of the window display in proper cases. Other sales helps are shown by inclusion of one sample.

## **Packing of the Assortment Given Careful Attention**

A good deal of attention is paid to the package in which this assortment is shipped. Not only must it be tough enough to withstand the rigors of mailing, but it must be arranged so the dealer can get at its contents with the greatest ease. A selling sheet is included stressing the "Use It" idea.

In this assortment is a card. It asks for imprint information

and in reality is an order blank for the material shown in the assortment. This is *not* a business reply card, nor is the return card in the broadside.

If the dealer really wants the stuff and will use it, he will send this second card back. If he hasn't enough interest to do so, he at least has some material that he can use, and he doesn't feel slighted.

#### ***Return of the Card Indicates a Live Dealer***

If he does send the card back (paying his own postage), it is pretty fair evidence that he is a live dealer—he has had enough appreciation of the worth of the material to order twice. He is urged to mail this second card back by means of the selling sheet included in the assortment. (This selling sheet is also used, on occasion, as a means of pushing articles in the line on which extra pressure is being put at the time.)

When the second order is received—and about 80 per cent or more come back—the name is checked against orders received from other sources, to be described in a moment. This prevents duplication. This check automatically shows whether a dealer has received expensive and durable sales helps, such as selling racks, in the previous year.

If so, he is sent a polite letter reminding him of the fact. This letter asks if he really has use for the second piece and gives another chance to push home the fact that sales helps cost real money. If he still wants it, he answers and gets it.

In the meantime all jobbers have been sent every dealer mailing, and where jobbers' salesmen's names are available, so have they. Incidentally this job of gathering jobbers' salesmen lists is a revelation. It shows that good jobbers are alive, beyond doubt, to the effect than can be gained by proper selling of their men by manufacturers, and that they are willing to go the limit for the proper plan.

Naturally, American chain salesmen are kept informed of what is

going on by receiving all these mailings.

With the dealers' mailing, of which the jobber receives a copy, goes a campaign of inexpensive letters consisting of from six to nine mailings over a period of about two months. This sells the jobber on the material, acquaints him with the system used, informs him of the interest stirred up among dealers, and asks him to get his salesmen busy.

In the meantime, also, the jobbers' salesmen have received these mailings and a campaign of their own. In the last few years, this has taken the form of a one-page house magazine, using the same name every year. This ties the whole thing up in the salesmen's minds from season to season.

This publication is semi-breezy. It is not preachy. It carries only about six or seven items per issue, none longer than a medium-sized paragraph. Sales stunts are briefly outlined, news of the dealer campaign is told, pressure is put on the idea that jobbers' salesmen are to see that dealers send back the cards.

Then—here is a vital point—each jobber is sent a supply of duplicates of the dealer mailing return card, so that he can get his dealers to order. This card is called a "Pledge Card." The dealer in ordering automatically signs a pledge to use the material when he gets it. This doesn't insure 100 per cent usage, but it helps.

#### ***Jobber Initiative in Ordering Is Sought***

True to the main idea of the whole plan, jobbers are given opportunity to order these pledge cards. They are solicited as part of the mail campaign to them, though pains are taken to see that each jobber has a supply whether he orders or not. All but a very small percentage order, thus almost automatically signifying their tie-in with the plan.

Any individual jobbers' salesman who asks for pledge cards gets them. An increasing number every year do so. Some few sales-

men fill in the names of all their customers on these cards without having spoken to their dealers. This is readily spotted, since the cards usually come in one package and a handwriting comparison tells the story.

In this case a letter tells the salesman that the material is being sent, and he is asked to handle the matter differently in the future. A chance is offered here to sell the salesman on the value of point-of-sale matter, and an extra chance is offered to stress the point that the whole object of the plan is to have dealers order individually as per individual needs.

The mailing with the return card generally gets a reply of about 4 per cent. Though not overfancy and built with an eye to cost, no corners are cut in the preparation of this mailing at the expense of effect. Nearly 200,000 pledge cards are printed and from 11,000 to 12,000 come back.

They are not very expensive.

A record is kept of dealers ordering window displays and other large, expensive sales helps. Those ordering in successive years are placed on a special list, known as the "Live Dealers List." This list receives at least one pretentious mailing every year, sometimes more. Every effort possible is made to keep them in line. Undoubtedly they are the people who sell the merchandise. Jobbers' salesmen who send in many cards are also kept on a special list and they get special attention.

If you feel that this plan involves a lot of detail work and special checking, remember that the checking costs a small fraction of what is wasted by uncontrolled distribution. The saving on parcel postage alone may well pay for the additional clerical work. Surely the added assurance that much more material is used is well worth any trouble involved.

### Wiseman, Advertising Manager, Hudson Motors

Mark Wiseman, partner in The Blackman Company, New York, it is reported, is now advertising manager of the Hudson Motor Car Company, Detroit, Hudson and Essex automobiles. Mr. Wiseman, who has been with The Blackman agency for a number of years and who was head of the copy department, was made a partner several years ago.

### James A. Worsham with Schnepf & Barnes

James A. Worsham, formerly sectional sales manager of the Williams Oil-O-Matic Company, has joined Schnepf & Barnes, Springfield, Ill., as associate editor and business manager of *Progress Magazine*, and the book publishing business of that company.

### Jordan with Hewitt

The Foreign Language Field Service Corporation, New York, of which William M. Hewitt is president, has started an export advertising division. It will be under the direction of George Jordan, until recently president of Jordan Advertising Abroad.

### Gets Insurance Account

The Farmers & Traders Life Insurance Company, Syracuse, N. Y., has appointed Moser, Cotins & Brown, Inc., New York and Utica, N. Y., to direct its advertising account. Newspapers and farm papers will be used.

### Velmo Account to Calkins & Holden

L. C. Chase & Company, Boston, have appointed Calkins & Holden, New York, to direct the advertising of their Velmo and flat mohair upholstery fabrics, mohair draperies, Seam-Loc carpets and rugs, leather cloth, automobile topping, raincoatings, Dreadnaut deck covering, roughwear materials, blankets and felt.

### Now Collins, Miller & Hutchings

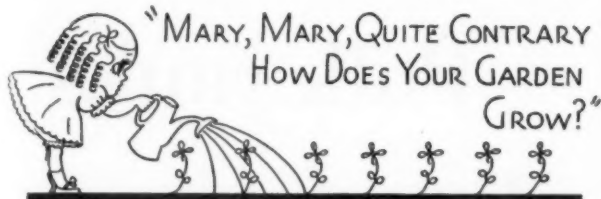
The name of the Athens Engraving Company, Chicago, has been changed to Collins, Miller & Hutchings, Inc. The change in name follows the recent association with the firm of Harry E. Collins as president. Other principals are Milton Miller, treasurer, and Thomas D. Hutchings, secretary.

### Returns to Ruthrauff & Ryan

W. Norman Graham, at one time with the Chicago office of Ruthrauff & Ryan, Inc., for a four-year period, and more recently with Collins-Kirk, Inc., is again associated with the Chicago staff of Ruthrauff & Ryan.

### Detroit Studio for Underwood

Underwood & Underwood, with advertising illustration studios in New York and Chicago, have added a third studio at Detroit. Leonard M. Thompson will be manager, with Alfred D. Lighthall as resident photographer.



**I**n Southern California, where climate gives rise to many specialized forms of agriculture and makes home gardening a universal hobby, it goes without saying that a local agricultural publication is bound to be of interest to a large population.

But it is equally certain that in a region where people are fertilizing date palms, fumigating orange groves, and planting tomatoes for the January market, a publication which tells how to feed cows in zero weather arouses little enthusiasm.

The only farm publication in Southern California edited to meet local climatic conditions is *Farm and Garden Magazine*, which is published each week by the *Los Angeles Times* and furnished as one of the popular and exclusive supplements of the *Sunday Times*.

*Farm and Garden*, which covers the whole range of commercial farming, horticulture, and home gardening, exemplifies *The Times'* consistent policy of producing a newspaper to fit the field. Whether farming, motion pictures, or any other of Southern California's varied interests, *The Times* hits the bull's-eye with an informative and brilliantly written local feature.

## LOS ANGELES TIMES

Williams, Lawrence & Cresmer Company, Representatives:  
285 Madison Ave., New York, N. Y.; 360 N. Michigan  
Ave., Chicago, Ill.; 10-169 General Motors Bldg., Detroit,  
Mich.; 210 Chronicle Bldg., San Francisco, Calif.

# Polk ranks True Story FIRST

in current purchase of  
Vacuum Cleaners

•

**CURRENT SPENDING POWER!**  
That's what advertisers want today. The Polk Census reveals a larger percentage of True Story readers buying Vacuum Cleaners "within one year" than any other magazine group. Here are the figures—A summary of the four markets to which True Story subscribed—Fresno, Indianapolis, Columbus, Seattle as compiled for us by the William C. Keenan Company, Incorporated.

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*Magazine**Percentage Purchasing  
Vacuum Cleaners  
"within one year"*

<b>TRUE STORY</b>	.	.	.	.	.	<b>10.45</b>
Second Magazine	.	.	.	.	.	8.68
Third Magazine	.	.	.	.	.	8.50
Fourth Magazine	.	.	.	.	.	8.26
Fifth Magazine	.	.	.	.	.	7.68
Sixth Magazine	.	.	.	.	.	7.47
Seventh Magazine	.	.	.	.	.	7.40
Eighth Magazine	.	.	.	.	.	6.94
Ninth Magazine	.	.	.	.	.	6.93
Tenth Magazine	.	.	.	.	.	6.63
Eleventh Magazine	.	.	.	.	.	6.60
Twelfth Magazine	.	.	.	.	.	6.59
Thirteenth Magazine	.	.	.	.	.	6.53
Fourteenth Magazine	.	.	.	.	.	6.53
Fifteenth Magazine	.	.	.	.	.	6.48
Sixteenth Magazine	.	.	.	.	.	6.35

In future advertisements we shall present other indexes of current spending where True Story enjoys a leading ranking. Send for the complete summary of bulk data as compiled for us by an impartial, outside research organization. This summary includes not merely selected indexes but all indexes, giving proper weight to the important factor of current spending.

**THE** reason True Story ranks so high on current spending lies in True Story's circulation method—85% of our total circulation is sold over the newsstand. Ability to buy is rechecked each month by the repurchase of the magazine.

*Net Paid Circulation*

<i>Month</i>	<i>Newsstand</i>	<i>Total Sale</i>
July	1,606,790	1,878,430
August	1,744,120	2,021,586
September	1,655,000	1,933,805
October	1,684,777	1,969,622

**TRUE STORY MAGAZINE—420 Lexington Ave., New York, N.Y.**

# Deadly Bromides That Make the Advertising Fall Flat

Some Examples of Copy, Good and Bad, That Should Serve as Inspiration and Warning

By H. M. Donovan

Of Donovan-Armstrong

OVER the desk of every advertising copy writer in one advertising agency is a card on which is printed, in 72-point Bodoni bold, two words: "Who Cares?"

The purpose of this question is to prevent bromides—to insure, if possible, headlines that will appeal to the reader's self-interest; text matter that will register with him instead of flowing through familiar grooves to forgetfulness; and a closing paragraph that will help to change desire to action.

Many an advertisement starts with an almost startling headline, has a good first paragraph, and then slumps and slumps, until, like a cake when the housewife opens the oven too soon, it falls flat. Let us examine some closing paragraphs in current advertising.

From a single issue of one business paper:

Order from your jobber. If he cannot supply you, write us.

A good old standby, with a full beard. Used in exactly that way, or with slight variations, by five manufacturers in the one issue.

A catalogue with complete information will be mailed promptly on request.

A half dozen manufacturers close with such an offer—but without a coupon!

Don't miss this opportunity.

Many offers of merchandise are "opportunities" . . . in advertising copy. Instead of saying "Don't miss," one manufacturer puts it:

Don't neglect this opportunity to add to your income.

Quick action is wanted. As one advertiser puts it:

Now is the time to investigate. Write us today.

A few pages farther along, other advertisers urge:

Write today.  
Order your stock now.  
Send today.

Of course, tomorrow or next Thursday will not do!

From a national weekly these hardy perennials are gleaned:

At better stores everywhere.  
At drug stores everywhere.  
Start today to use.  
At all drug stores.  
Write us for complete details.  
Your store has it or it will get it for you.  
Ask for it by name.  
Ask for details today.  
Write for folder.  
Use the coupon below for your free copy.  
See them at once.

Contrast the foregoing expensive use of white space for closing paragraphs with the following efficient use of space in the same publications.

From the business paper:

No doubt you have already received this banner (to link your store with the biggest advertising smash in twenty consecutive years of Edison Mazda lamp advertising). If not, ask your lamp supplier for it. It is chockful of ideas to make sales and profits for you and to bring traffic into your store.

\$1,500 in prizes will be awarded to the dealers who best carry out the suggestions. Ask him how you can win a share.

And don't fail to put the banner up on your window and direct customers to your store and lamp counter.

A wholesale house says modestly but effectively:

We happen to have two very efficient propositions at the present time which will stimulate sales. You will probably find they can be adapted to your needs quite as well as anything you could make up yourself—and for a small fraction of the cost.

If a Worthington representative is calling on you, go over the matter with him.

The Yale & Towne Mfg. Co. does not say in closing, "Write for catalog," but does say:



You may find it advisable to install Yale Door Closers on 10 days' free trial. Few will want to be without this comfort and convenience after they have actually enjoyed it. You can, of course, add a moderate charge for installation.

Why not give this plan a fair trial?

Saunders Norvell, president of the Remington Arms Company, writes his own advertising. He doesn't say "Don't miss this opportunity," but he tells the trade that there is an opportunity, closing with these words:

The trend towards Kleanbore is something every seller of ammunition must reckon with. You may fight this trend, create sales resistance, and lose customers; or you may take advantage of it, cut down your inventory of slower-moving stock, decrease your investment, and increase your turnover and profits.

Today no dealer needs any ammunition, either metallic or shot shells, except Kleanbore. The dealers who are making the most money are running Kleanbore stores. You will be wise to follow them.

The prosaic offer of a catalog is transformed into something interesting by the Master Lock Company, whose closing paragraph says:

The Master "Price-List" is a veritable storehouse of quick-reference information that can be turned into new business for you. Every padlock, bicycle lock, hasp, hasplock and key blank is illustrated and described in detail . . . as shown by the typical page above, greatly reduced. . . . You would never dream that any line of padlocks so thoroughly meets every ordinary and special requirement.

The average quality of business-paper copy has been improved greatly in the last few years, comparing favorably in many cases with the best of national consumer advertising. But many business-paper advertisers cling to bromides that reflect the days when "Do it now" signs were on the desks of their executives.

In the national field there is no excuse for bromides. If some advertisers can produce compelling closing paragraphs, the others can get them—if they will apply the "Who cares?" test before okaying the copy. Although the W. A. Sheaffer Pen Co. closes its display with the trite "At better stores everywhere," it more than makes up with a closing sentence like this:

And as long as its owner lives there is not another penny to pay, because of Sheaffer's unconditional Lifetime guarantee, signaled by the White Dot on the cap of the pen.

Libby, McNeill & Libby end a page on prosaic canned peaches with these words:

Peachy Ideas! . . . spread ginger wafers generously with whipped cream; cover cream with a second wafer; freeze till cream is firm; serve topped with chilled peach halves.

International Silver doesn't say "Ask your dealer" when it closes an advertisement of silverware, but it quotes Emily Post to this effect:

Emily Post, author of "Etiquette," says: "The Viande Knife is the perfect implement. It is so perfectly balanced and easy to cut with. It is the first 'modern' object I have seen which really out-comforts old-fashion."

The advertising man may suspect that a good copy man said it for Emily, but he said it effectively!

In advertising its new Flavor-Sealed Vegetable Soup, George A. Hormel & Co. do not close with a plea that you "Ask your grocer," but leave this picture in the reader's mind:

Add no water when you serve Hormel Vegetable Soup. Why? Because you know that the proper time to add water when you are preparing soup yourself, is when you are cooking down the soup stock. This is exactly what we do, and this is the secret of our matchless flavor.

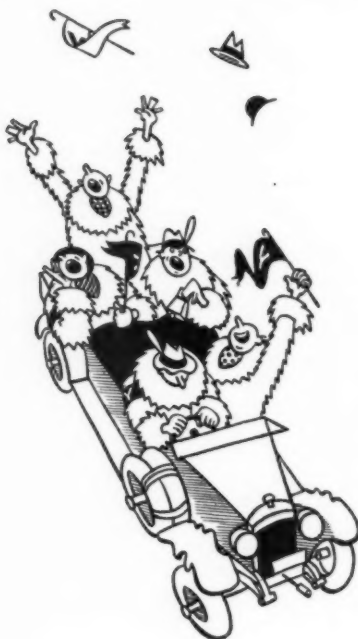
There is so much good, often, in even bad advertising, and so much bad even in good advertising—particularly in closing paragraphs, that none of us has been free from the use of some bromides. But the "Who Cares?" test will eliminate them.

### Le Wald Appointed Buick Advertising Manager

Curtis C. Le Wald, formerly with the Campbell-Ewald Company, Inc., has been appointed advertising manager of the Buick division of the General Motors Corporation.

### Reis with Rossiter

Lawrence A. Reis, formerly copy chief of Littlehale-Burnham-Rossiter, Inc., New York, has joined the staff of Ralph Rossiter, Inc., New York advertising agency, as vice-president in charge of copy and plans.



# The 9 played to

vard-Holy Cross game at Cam-

**It's Perfect!**

Forbes	14	6
R. T. B.	11	6
Wray	6	12
Wray	6	7
Wray	12	6
Wray	0	2
Wray	6	18
Wray	0	12
Wray	0	7
Wray	7	14
Wray	12	6
Wray	6	12
Wray	7	6
Wray	6	7
Wray	6	7

NAME Geo. Huntington

ADDRESS Center St.

CITY Darien STATE Conn.

Winning coupon submitted by  
George Huntington of Darien,  
Conn.

## WEEKLY MAIL COUNT—1932

October	8	.	.	.	.	51,470
"	15	.	.	.	.	75,089
"	22	.	.	.	.	126,841
"	29	.	.	.	.	147,598
November	5	.	.	.	.	176,800
"	12	.	.	.	.	143,433
"	19	.	.	.	.	179,157
"	23	.	.	.	.	145,762

TOTAL 1,046,150

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# ne 98% Wrong CLUB

## ved to a record gate in 1932

**E**ACH fall our Sports staff revives the 98% Wrong Club. Coupons on the sports pages list fifteen football games happening next Saturday. Readers prognosticate scores. Almost infallible forecasters win prizes of tickets and transportation to the big games. Others are just members of the 98% Wrong Club. It's good, clean fun for alumni, collegiates and football fans! This year 1,046,150 coupons came in—in eight weeks! Our largest response in the five year life of the 98% Wrong Club. If you sell something to men and want record response to your advertising—consider this record of ours!

# THE NEWS

NEW YORK'S PICTURE NEWSPAPER

Tribune Tower, Chicago • Kohl Bldg., San Francisco • 220 E. 42ND ST., N.Y.

at Cam  
18  
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ted by  
Darwin

932

51,470  
75,089  
126,841  
147,598  
176,800  
143,433  
179,157  
145,762  
1,046,150

# Productive Saturdays for Salesmen

THE RICHARD A. FOLEY ADVERTISING  
AGENCY, INC.  
PHILADELPHIA, PA.

## Editor of PRINTERS' INK:

Will you be good enough to send us a list of articles that have appeared in **PRINTERS' INK** relative to Saturday demonstrations in grocery stores by company salesmen?

THE RICHARD A. FOLEY ADVERTISING  
AGENCY, INC.

**SATURDAY** demonstrations are a regular part of the duties of the salesmen for a number of companies in the food field. Saturday is the big food shopping day and the average grocer has no time to devote to listening to salesmen. This means that the salesman will waste a lot of time trying to see dealers and will get only a small part of the attention his line may deserve.

On the other hand, the very fact that the average grocery store is congested on Saturdays, gives the salesman an excellent opportunity to put on an effective demonstration. There are few dealers today who put the bars up against such work because most of them have seen demonstrations bring good profits.

In working out a demonstration policy, the manufacturer must be certain that his salesmen are educated to be good demonstrators. He does not necessarily have to have a special school for this purpose but he can send juniors out with a senior to study the latter's methods.

In all cases the dealer should receive the entire profit resulting from the sale.

Care should be taken in arranging a demonstration that it does not disrupt the general routine of the store. Compact demonstrating equipment should be used so that

the sale will take up as small a space as possible.

In choosing items for demonstrations, manufacturers with large lines pick two types of products: First, a new product which is just being introduced; and second, a product on which steady repeat business can be built. It is not profitable for dealer or manufacturer to build a high peak of sales for some product which will relapse into desuetude immediately after the sale.

The manufacturer should avoid methods which make such a hullabaloo that the attention of shoppers is distracted from the purchase of the items they came in to buy. The most successful demonstrators among salesmen are those who are comparatively unobtrusive. They don't make a great deal of noise but they are able to sell a surprisingly large amount of merchandise.

Salesmen should use great care in picking the stores in which demonstrations are to be made. They should be confined largely to Class A stores in which the maximum number of people in a neighborhood can be reached.

In arranging demonstrations in chain stores the manufacturer is likely to find himself hedged about by numerous regulations. Chains differ in their attitude toward demonstrators, some of them exercising rigid supervision from the home office and others leaving the matter entirely up to store managers.

The result is that a number of companies concentrate their demonstrations largely with independent retailers, although effective work can be done in chains if the management is behind the idea.—[Ed. **PRINTERS' INK**.

## Loveland Enters Agency Field

Edwin B. Loveland, formerly advertising manager of Stanco, Inc., and more recently vice-president of the Electrographic Corporation, has joined Soule, Feeley & Richmond, Inc., New York advertising agency, as an account executive.

## Baker to Direct American Can Sales

H. A. Baker, for fourteen years Chicago district sales manager of packers' cans for the American Can Company, has been made vice-president in charge of sales of that company. His headquarters will be at New York. A. H. Nugent succeeds Mr. Baker at Chicago.

# Making the Copy Fit the Market

CYRUS CURTIS used to tell his men who were writing copy for him to "follow that man in the brown hat," that is if they wanted to talk the language that the man in that hat would understand.

A fine example of copy specifically designed to reach a certain market is illustrated in a recent advertisement of the Hotel St. Moritz which ran in *The Pointer*, monthly publication of the United States Military Academy at West Point.

In seeking to secure business from the officers and particularly from the corps of cadets at West Point, this hotel first of all watched a certain type of reaction to copy used in other media. Therefore, in getting ready a piece of copy which would come out just before the Army-Notre Dame game, the advertisement was first written in English and then translated into cadet lingo.

As many people know, cadets have a language particularly their own and their argot is almost unintelligible to the average person.

The original advertisement in regular English was translated for the advertiser by two or three cadets. In this way, thought the hotel and its agency, the copy would have a specific punch and appeal which could not be secured in any other way.

When the copy came down from West Point starting off, "Say! . . . all you snakes that want to give your drag a million dollar party for the price of a few boodler tickets . . ." it sounded almost too much like lingo to the people who were going to use it. Yet it ran as translated by the cadets and results exceeded the fondest expectations of the advertiser.

The advertisement reproduced ran in the issue of *The Pointer* for November 18 and caused comment and talk practically throughout the entire corps of 1,200 cadets.

The results of this type of copy were evident on the night of the game when the hotel was practically packed with cadets, including



**The ST. MORITZ**  
*on-the-park*

**HERE'S KAYDET PARADISE!**

Say! . . . all you snakes that want to give your drag (or some other fellow's!) a million dollar party for the price of a few boodler tickets!

And, we mean, a keen, de luxe, ritzy racket . . . at a swanky European place with the real dog . . . drive in right on 59th Street, overlooking the whole gorgeous, dreamy, romantic, twinkling stretch of Central Park . . . Boy!

Sophisticated cuisine . . . which means mess that debutantes will pipe . . . served in "that Continental manner!"

AND . . . what music! Hop your soles away . . . in the popular, spacious CONTINENTAL GRILL . . . Heaven after Cullum!

Then there's RUMPELMAYER'S, the supra, ultra, international rendezvous! A cold max!

For you hivey boys boning check book . . . prices are away down—for everything—AND . . .

**FOR KAYDETS ONLY:**  
No cover charge! . . .  
Special Rates on Rooms!

**HOTEL ST. MORITZ—it MAKES the date!**

Director  
S. GREGORY TAYLOR

*Some of It May Be Greek to You But the Army Understood*

a number of special parties.

This unusual adaptation of copy to a specific market shows again the advisability of special market studies and the preparation of copy directed at these specific markets, written from the inside in such a way as to produce a definite and positive reaction.

## Joins Atlanta Agency

Charles A. Jenkins, Jr., has joined the art staff of the James A. Greene Advertising Agency, Atlanta.

# HIGHLIGHTS

*in a Service that cannot be Standardized*

## **Banquet for 18,109 Dogs**

**MARKED "For A Good Dog"** 18,109 sample boxes of Milk-Bone were mailed in October to fond pet owners who snipped the coupon from newspaper advertisements. Small space and tested copy changed the cost per inquiry from dollars to dimes. Backing this and other ef-

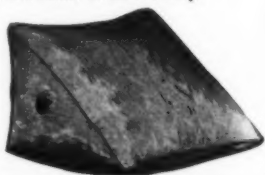


orts with well directed sales work, National Biscuit Company has given its first-rate dog food Milk-Bone (adv't.) the greatest sales volume in its 18-year history.

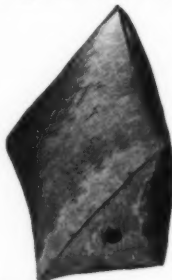
## **Something New in Pillows**

A BUFFALO bedding manufacturer, Mr. E. J. Barcalo, invented a triangular pillow for his invalid mother, who found it difficult to find a comfortable position for sitting up in bed. This pillow proved so comfortable and useful that its

maker wondered if there were not possibilities of a general demand for it. He came to us for help.



We named it the Six-Way Pillow and introduced it in Adam, Meldrum & Anderson's department store in Buffalo, with a window display and some small newspaper space. It clicked. Soon it was necessary to make the pillow in colors suitable for living-room as well as bedroom.



Merchandised by modest magazine advertising and direct mail, this pillow obtained distribution in about 500 of the best department and furniture stores from New York to California. As a caller at our office commented: "It looks like a real depression buster."

Office of  
**JOHN GOLDEN**  
*John Golden Theatre*  
 202 West 43rd Street  
 New York

Dear Bruce:-

I wonder if you'd mind knowing that I think that in that March of Time hour you have the greatest, most novel, most dramatic and all round best show that has ever been broadcast.

From the first I have been listening to that act with admiring, open-mouthed awe. I have said frequently to the radio people and to the advertisers that this Time act is really the first true radio act that has ever been conceived.

All of the others, from the night acts to the lecturers or orchestras, have just as much right in the theatres and halls but the Time act is the one true show born out of the radio medium.

It's been so effectively done that for some time I had in mind trying to get in touch with the genius who presides over it, vaguely with the idea of getting that particular man to do some work for me in the theatre.

It may be that the result is being brought about by a collaboration of carking minds. But however the trick is done, it's a peach.

This, I know, is a dreadful fan blurb but I don't do it often.

With warm personal regards,

Mr. Bruce Barton  
 Batten, Barton, Durstine & Osborn, Inc.  
 383 Madison Avenue,  
 New York City.

Yours,




TURN TO THE RIGHT • LIGHTNING • WIDE POOLS • THE FIRST YEAR • DEAD ME • THANK-U • SPY CORNER  
 THE SERPENT'S TONGUE • SEVENTH HEAVEN • WAGES FOR WIVES • PIES • THE WISDOM TEETH • TWO GIRLS WANTED  
 FOUR WALLS • HONEY HONEY • LET US BE GAY • SALT WATER • THAT'S GRATITUDE • AS HUSBAND GO • AFTER TOMORROW  
 RIDDLE ME THIS, Etc.

*The March of Time program is prepared by the editors of Time, the weekly news-magazine, with the assistance of BBDO, who direct and produce the program.*

**BATTEN, BARTON, DURSTINE & OSBORN**  
 INCORPORATED

**ADVERTISING**

**383 Madison Avenue, New York**

CHICAGO: McCormick Building • BOSTON: 10 State Street • BUFFALO: Rand Building  
 PITTSBURGH: Grant Building • MINNEAPOLIS: Northwestern Bank Building

# For Puzzled Husbands

Westinghouse Refrigerator Christmas Campaign Gives Them a Gift Suggestion

THE Christmas campaign of the refrigeration division of the Westinghouse Electric & Manufacturing Company is designed to attract, as usual, as many potential purchasers as possible. Primarily, however, it will direct an appeal to the puzzled husband who needs a suggestion as to what to give his wife for a Christmas gift.

Featured in the advertising and the various display materials is a picture portraying a wife's enthusiastic reaction to seeing a gleaming Westinghouse refrigerator standing in her home as a gift from her husband. Two figures, one with arms thrown about her husband, and with a look of surprise and pleasure on her face, the other standing bewildered, yet content over the success which his gift has brought—these two figures tell the story.

"Oh-h-h! you Darling" is the caption for this picture.

Dealers have received a portfolio telling the complete story of the Christmas campaign. The plan which the dealer is supposed to follow includes ten "Christmas Aids." These are described in a sixteen-page book which is part of the portfolio including samples of the various folders, posters, newspaper mats, and so on.

Here are some of the principal parts of the campaign, all of which are tied together with the "puzzled husband" theme:

## 1. New liberal terms.

"Liberal terms as low as \$7 down and \$7 a month" are prominently featured in newspaper advertisements. Also, these terms are boldly displayed in other advertis-

ing and sales promotion literature. The company believes that this will be a powerful selling point which dealers will be able to use to profitable advantage in facing low-



The Theme of the Campaign Is Carried Out in the Window Display by Means of Large Cutouts

price competition and "can't afford it" resistance.

## 2. Magazine advertising.

Full pages, carrying the story of the thrill of giving and receiving a Westinghouse. The "Oh-h-h! you Darling" picture is featured.

## 3. Newspaper advertising.

Three sizes, 900 lines, 450 lines and 150 lines, with three different advertisements, localize the campaign throughout the country.

## 4. Window display.

Life-size, life-like cutouts of "Oh-h-h! you Darling." Done in full colors, with a Santa Claus piece for the top of the refrigerator, with an electric flasher to brighten him up and attract passers-by. A third panel carries text.

## 5. Outdoor posters.

The same illustration is promi-



nently displayed. Posters are twenty-four-sheets in color.

#### 6. Direct-mail folder.

"Take a Tip from Santa Claus" is on the outside, and inside the reader meets the husband and wife again, also the full line of refrigerators with plenty of selling copy.

Dealers are advised to mail these to husbands at their offices and follow them up with a salesman's call.

#### 7. Canvasser's book.

This is a giant book that has been in use during the fall campaign. For Christmas use, a special insert is provided, telling the practical gift story and emphasizing the special terms.

Printed in rotogravure are large photographs and brief text that take the prospect on a tour of a refrigerator. Miniature photographic figures of the salesman and two prospects are shown examining the various points of the product. These figures stand on the top, look inside, go underneath and see everything.

#### 8. Presentation emblem.

This is a miniature cutout of the refrigerator, enameled white. The door opens and reveals the gift message, already printed, ready to be signed by the giver and saying that the emblem represents a Westinghouse refrigerator which is "on the way." The emblem is enclosed in a Christmas box, so that it can be attractively wrapped to resemble an actual gift. Use of this emblem December 24 and Christmas.

\* \* \*

#### Transferred by Thompson

J. M. Palmer and R. B. Lewis, formerly with the Chicago office of the J. Walter Thompson Company, have been transferred to the San Francisco office. Mr. Palmer will continue in the copy division of the production department. Mr. Lewis will have charge of the traffic department, succeeding J. F. Mannion, who has been placed in charge of the mechanical department.

#### Conover to Cramer-Krasselt

The Conover Company, Chicago, electric dishwashers, has appointed the Cramer-Krasselt Company, Milwaukee, to direct its advertising account, effective January 1.

#### 9. Salesman's selling plan.

A processed booklet explains the use of the various selling aids and tells how to get the most out of them. It gives suggestions for approaching husbands on the gift idea. It tells how to get the wife's co-operation. Instructs salesmen in use of special finance plan, presentation emblem, direct-mail material.

#### 10. Consumer films.

Two new films have been produced for use with prospective buyers. The first of these is, "Saves and Serves the Year 'Round." This sells the product on a cash-saving basis particularly. The second film is a story of winter conveniences, dramatically told under the title of, "Meet Mrs. Bower." These two films are intended to help salesmen convince prospects that they should purchase now.

#### 11. Souvenirs.

Special Westinghouse playing cards are recommended for obtaining the names of prospects from present users or from other sources. The cards are free from any advertising except the Westinghouse Circle W trade-mark and the dealer's imprint on the box if desired.

Dealers also may obtain a contract bridge table cover.

\* \* \*

There are, in addition, a great many more sales promotion helps in the regular line which dealers are urged to use, although they are not especially prepared for the Christmas campaign.

#### Bank of America Appoints

The Bank of America, San Francisco, has appointed Chas. R. Stuart, Inc., Los Angeles, to direct its advertising account, effective January 1. The Stuart agency has established a San Francisco office, located at 625 Market Street. Charles Levitt, formerly operating his own advertising business at Los Angeles, has joined the Stuart agency as manager of the Los Angeles office.

#### Death of Edith Sampson

Miss Edith Sampson, who conducted an advertising agency at Denver, died at that city recently, aged fifty-one. She was at one time with the Fairchild Publications.

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## FIRST IN RETAIL ADVERTISING

- ★ Curtis-Martin Newspapers, during the first ten months of 1932, published 2,263,970 more lines of local retail advertising than all other Philadelphia newspapers combined!

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## FIRST IN GENERAL, AUTOMOTIVE AND FINANCIAL ADVERTISING

- ★ Curtis-Martin Newspapers, during the first ten months of 1932, published 767,282 more lines of general, automotive and financial advertising than all other Philadelphia newspapers combined!

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## FIRST IN CLASSIFIED ADVERTISING

- ★ Curtis-Martin Newspapers, during the first ten months of 1932, published 1,190,046 more lines of classified advertising than all other Philadelphia newspapers combined!

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CURTIS-MARTIN NEWSPAPERS, INC. . . .

**PUBLIC**  **LEDGER** **Th**  
MORNING EVENING SUNDAY MORNING

**T**

HIS leadership is the result of the growing realization on the part of all classes of advertisers that in order to adequately cover the Philadelphia market it is necessary to reach and influence the great suburban population, as well as city dwellers. Because Curtis-Martin Newspapers provide greater coverage in the suburbs as well as in the city than do all other Philadelphia newspapers combined they are the only logical means of adequately developing sales in every part of the Philadelphia market.

... INDEPENDENCE SQUARE, PHILADELPHIA

GER The Philadelphia Inquirer

SUNDAY

MORNING

SUNDAY

# Even a Collection Letter, It Seems, Can Have News Value

This Series Is Built on Current Economic Conditions and Capitalizes Them Profitably

**C**OLLECTION letters in general do not capitalize on current events. This fact is surprising, in a measure, considering the unusual success that a number of companies have had with timely letters.

A series of letters inaugurated recently by the Brown Shoe Company is notable for two things: First, its use of a timely subject as a backbone, and, second, the way that this idea is threaded through the entire series of five letters.

The second point is one of interest in that there is considerable disagreement among credit men on the question, "Should a series of collection letters be 'serial'?" Many successful writers of collection letters believe that each one should be individual while others, equally successful, try to get a thread of an idea which will carry through from the first to the last letter.

For this latter class the Brown series will hold unusual interest.

The first letter in the series sets the keynote without making a very direct bid for remittances. It has its headline in large type, the headline being one end of the thread that holds the five letters together.

Here is the first letter:

**SLOW MOVEMENT OF MONEY. ISN'T THAT RESPONSIBLE TO A GREAT EXTENT FOR THE CONDITION OF BUSINESS TODAY?**

Roger Babson says:—

"The great difference between brisk and dull business conditions is the rate at which money changes hands. One dollar used twice develops the same amount of business as two dollars used once. If we want a healthy, strong business we must do what we can to keep money in circulation."

Let's start a campaign to loosen up money and credit. We like to keep our money active so we can buy new materials right, make more shoes, keep men at work and extend credit to others.

It will work.

The second letter gets right down to business with a direct bid for a remittance. Note the suggestion in the first paragraph that the dealer

who will start an active campaign of his own to hasten collections will soon be in a position to do some real work in cleaning up past due accounts that are held against him by some of the men who supply him with merchandise.

Your reaction to the campaign suggested in our late letter for the loosening of money and credit hasn't shown itself as yet, but we are still betting on you. Perhaps you are starting just such a campaign in your business—if so, the result will reflect itself soon in our account.

We are told if checks were mailed next Tuesday for only 20 per cent of unpaid bills over ten days old, the potential buying power of the country would be increased one billion dollars by next Thursday night. Is there any quicker way to speed up business?

A current statement of your account is attached. Let's hear from you, please.

The third letter in the series harps on the same motif as the preceding two and makes an ideal follow-up.

The campaign we started a few weeks ago to loosen up money and credit within our own circle of friends has certainly started something.

The power of suggestion is indeed amazing. Why, we are meeting with just the best kind of co-operation all down the line and I'll bet where this campaign is spreading, sales and collections are improving. It's a simple thing, but mighty powerful.

The trouble has been that delayed payments have frightened credit grantors, have injured credit and have discouraged those who would and do put their money and energy into making business better.

Help us keep our money active by keeping your account to a current basis as suggested by our several recent letters. We will use it and our energies to serving you and the nation better. Come along on the road to better business.

Statement of account is attached.

The fourth letter is the longest of the series but because of its unusual angle is worth quoting in full. By this time it is obvious how the basic idea of the series has developed and how capable it is of variations on the original theme.

In this fact is the secret of the success of the "serial" series. A basic serial idea is all right but if

it is not varied in its application is likely to become monotonous.

There can be only one reason why your account remains unpaid at this late date. It is because you haven't found it convenient to pay. Right at this point there is, no doubt, running through your mind the thought that if you could borrow some money through your local bank the liquidation of this and other due accounts would be a simple matter.

In defense of banking institutions, may I not say the criticism directed at them the past few years because of their apparent unwillingness to loan money as freely as heretofore is somewhat unjustified. We rather suspect that our present condition is a result of a too liberal attitude on the part of the banks heretofore. As a result, credit has been very badly over extended. Now we are in the process of deflating that badly over-loaded commodity. We are liquidating.

I am sure when money tied up in excess inventories, excess accounts receivable, over-loaded expense budgets and other non-productive investments, has been released and made available for the development of sound investments, the banks and other financial institutions will willingly lend their support to constructive rebuilding. So we say that banking is doing a constructive job by denying funds for the support of continued inefficiencies in business.

Let's all squeeze out the last lazy, non-productive dollar from our business and make what money we actually need do a 100 per cent job.

Statement of your account is attached.

Letter number five really ties up the series in a bundle. It follows:



### New Account to Mosse

The Horton Manufacturing Company, Bristol, Conn., fishing tackle and golf clubs, has appointed Rudolf Mosse, Inc., New York, to direct its advertising account.

### Appoints Zinn & Meyer

Contemporary Literary Publications, Inc., New York, has appointed Zinn & Meyer, Inc., of that city, to direct its advertising account.

### Vapoo to Atherton & Currier

The Vapoo Products Company, New York, rug shampoo, has appointed Atherton & Currier, Inc., of that city, to direct its advertising account.

### Enters Agency Field

The American Letter Company, Los Angeles, of which Earl R. Ohern is president, has expanded its activity and is now a general advertising agency.

We talked about the attitude of the banks in our last letter to you. We hope you share our views. Of course, poor banking is like any other poor business operation—it doesn't pay, and the inefficient banks must go. Good banking lends support to good business. Bank credit is available to businesses that are operated efficiently; where proper relations exist—namely, inventories to sales, expenses to markup, indebtedness to sales and expenses to sales.

Level out these peaks and valleys of business and the bulging tide of money now available for constructive rebuilding will break loose and result in a healthy, normal, profitable volume for all of us.

Statement of your account is attached.

A result of choosing a timely and important theme is that this series of letters is compact in its interest and effective in the long run. It is sympathetic in tone because it demonstrates the company's belief that the dealer's problems are the general problems of our whole economic system today. It is co-operative in nature because of its interesting suggestions that dealers follow through in their own efforts to loosen up the money that is owed to them.

Finally, the series is valuable in demonstrating that even a basic economic problem can be made the foundation for an interesting, effective and timely series of collection letters and can supply a "new" angle.

### Joins Sport Publication

Lester L. Earll has been appointed advertising manager of *International Sports in News and Pictures*, New York. He was formerly with the *New York Times* and the *Fairchild Publications*.

### Gets Toy Model Account

The Bildon Company, Oak Park, Ill., toy models, has appointed Hurja-Johnson-Huven, Inc., Chicago agency, to handle its account. Boys' magazines will be used.

### Appoints Stockman

The Rich Art Color Company, Inc., New York, has appointed the A. M. Stockman Advertising Agency, of that city, to direct its advertising account.

### New Business

Carlyle E. Anderson has started an advertising business under his own name at Henning, Minn., specializing in direct-mail and radio advertising.

"We've got two automobiles, two tractors, an individual electric plant, a truck, a power sprayer, two husky children, own our own home, and our own business just a few minutes away from yours"



MEET A TYPICAL Country Gentleman couple. A business man—and his wife.

Every day they must make decisions. His problems deal with raw materials, the goods he produces, costs and marketing.

Her problems are those of a busy, progressive wife and mother, purchasing agent and general manager of a family accustomed to the good things of life. Their family never lacks comfortable living. He knows how to operate—so does she.

Of the 1,700,000 Country Gentleman families, 70% own homes,

86% own automobiles. This is far higher than any national average.

*The Country Gentleman* commands in a remarkably exclusive fashion the eager interest and loyalty of millions of people in such families. It has a place no other magazine or group of magazines can fill. It brings *advance* news of discovery, development and trends in the husband's business, leadership in fiction and in articles of manifold interest to women.

What is said in *The Country Gentleman's* editorial pages is a subject of dinner-table, arm-chair

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# The Tourist Camp Market

PHILADELPHIA

Editor of PRINTERS' INK:

Our sales manager recently returned from a swing through our trading territory which brought him as far West as Denver. Much of his traveling was done by motor in company with our district representatives who, in a number of instances, recommended that overnight stops be made at tourist camps.

From what he has told me, it would seem that not only are guests accommodated but that, in a number of instances, the camps are outlets for products sold in stores operated in conjunction with the camps.

I would welcome any particulars you might be able to send me concerning the prospects of these camps as factors in distribution.

UP until recently there was little information available with relation to the business of catering solely to motoring tourists. The intensive development of this business, however, has come under the eyes of the larger oil and gasoline companies which have been quick to see the sales possibilities they represent.

The Continental Oil Company, in particular, has made a comprehensive survey of the market which emphasized the fact that camping grounds, through competition and the desire to attract more patronage through better accommodations, are giving way to development of cottage camps. These cottages usually are complete housing units. They are located at strategic points on important highways where motorists would be most inclined to stop.

As observed by the sales manager of the company which seeks information on the growth of this movement, cottage camps are at-

tracting the patronage of numbers of commercial travelers who, because of curtailed expense accounts, seek accommodations at low cost.

There are, according to a recently completed survey, about 10,000 of these cottage camps operating with units of six or more cottages. They are divided as follows: Pacific Northwest and North Plains section, 1,540; Pacific Southwest, 1,392; Rocky Mountain and Central Plains, 1,529; South and Southeast, 1,658; North Central, 2,492; East and Northeast, 1,559.

Rates run from 50 cents to, in some cases, as high as \$5 with \$1 and \$2 as the most popular price.

Another study of 12,500 establishments, averaging twelve cottages each, revealed an estimated total of 150,000 cottages. In addition, many are operated in conjunction with main buildings whose sleeping accommodations bring the total up to 450,000 beds. The average valuation of these cottage enterprises runs in the neighborhood of \$20,000.

Building of additional cottages and property improvement offer opportunities for manufacturers of plumbing, restaurant, automotive, beverage, furniture, floor coverings and paint equipment. The majority of the cottages are operated on a year-round basis, with 8,750, out of a total of 12,500, handling groceries. As would naturally be expected, most of the camps are operated in conjunction with filling stations, a total of 9,375 selling gasoline and oil.—  
[Ed. PRINTERS' INK.]

## Agate with Einson-Freeman

C. C. Agate, formerly assistant managing director of the Association of National Advertisers and, more recently, with Carl Percy, Inc., New York, has joined the Einson-Freeman Company, New York, as an account executive. He was at one time advertising manager of the Manhattan Electric Supply Company, New York.

## Appoints Ayer

The Western Clock Company, LaSalle, Ill., has appointed N. W. Ayer & Son, Inc., to direct its foreign advertising.

## General Foods Advances Frye

Howard O. Frye, formerly an associate advertising manager of the General Foods Corporation, New York, has been placed in charge of bulk coffee sales and advertising. He was advertising manager of Walter Baker & Company before its acquisition by General Foods in 1927.

## New Rit Agency

The Rit Products Company, Chicago, has appointed H. W. Kastor & Sons Company, that city, to handle the advertising of Rit tints and dyes.



# Salesmen Are Making More Calls This Year

This Purchasing Agent's Statistics Show That the Average Number of Solicitations Has Been Well Maintained During Depression

By H. A. Russell

Purchasing Agent, A. B. Farquhar Co., Ltd.

**E**VEN with the decline in business volume, there does not seem to exist the usual tendency for falling off in the number of salesmen calling at this office. It is true that during the last two years our manufactured lines to some extent have changed, but we are buying practically the same materials and supplies as heretofore.

In the past, we have noted that when business conditions were fair there was a tendency for the number of salesmen's calls to increase. When conditions were better than fair, there would be a decline in the number of salesmen calling. This was accounted for by the tendency to send more orders through the mail rather than to wait for the salesmen to call, and which would result in some of the salesmen being held at the plant or office to help out with other work.

When business conditions were poor or bad, there was also a tendency for the number of calls to decline. However, that is not the condition now, at least so far as this office is concerned, and the number of salesmen making calls here during the first four months of this year was higher than the average for the corresponding period of the last six years.

We started in 1926 keeping a record of salesmen's calls, classified as to certain products and lines, and by months. The totals for the various years are as follows:

1926	2499
1927	2782
1928	3042
1929	2881
1930	2674
1931	2692

Or a total of 16,570 calls in six years. If we divide this total by the seventy-two months, in these six years, we find that there was an average of 230 calls per month.

The record for this year indicates the number of calls for the first four months was as follows:

January	263
February	272
March	251
April	275

Or a monthly average of 265. By referring to our records for the corresponding four months, for the six previous years, we find the following averages:

1926	219
1927	232
1928	273
1929	240
1930	247
1931	230

With the exception of 1928, this year (1932) started out with a higher average, even though the salesmen were sending in fewer orders, or that is the impression I received from those who talked frankly to me.

We do not have daily records of calls previous to the first of the present year, as all of the forms on which we accumulated the total of the monthly calls were destroyed and the totals by months retained. However, we do have the records of daily calls from the beginning of this year, but in the following tabulation, I am dropping the month of January, not because this month was any different from February, March and April, as the total calls for January were 263, but because Feb. 1 was on a Monday, and April 30 on a Saturday, in other words, completing the thirteen weeks.

I give the daily record of salesmen's calls below for the above

period; namely, Feb. 1 to April 30, 1932, inclusive:

Mon.	Tues.	Wed.	Thurs.	Fri.
6	10	15	17	16
6	24	24	22	19
14	24	9	15	7
5	8	5	22	9
7	8	11	17	10
7	8	11	10	6
11	20	10	14	12
6	14	17	8	8
7	12	14	9	14
7	16	15	13	14
8	16	9	16	14
9	18	9	16	12
9	10	14	11	12
102	188	163	190	153

We have very few salesmen callers on Saturday mornings, only by appointment. The great majority of out-of-town salesmen leave for their homes on Friday evening, and the local salesmen are usually busy in the stores and offices of the firms they represent.

So far we have considered only the first four months of 1932. For the months of May, June, July and August, the following table will show a comparison of salesmen's calls with the same months in the years 1926-1931:

	May	June	July	August
1926	230	200	211	203
1927	212	267	194	245
1928	312	260	220	212
1929	256	259	259	248
1930	250	247	192	172
1931	219	245	231	166
1932	202	216	186	215

The averages for these four months, in each of the seven years listed, are as follows:

1926	211
1927	229
1928	251
1929	256
1930	215
1931	215
1932	205

The total number of calls for this year so far, that is up to Sept. 1, is 1,880 and this compares with 1,780 in 1931.

A salesman today is of vital importance to his firm, because of the future benefits to be derived from his regular contact with customers or prospective customers. Now is the time to start the groundwork for future sales. There are very few firms today that are not working under some kind of a handicap,

or collection of handicaps, and helpful service now means more than under normal, or closer to normal, conditions.

Every order seems to require extra quick service. Stocks are low or mismatched. Quotations are made on customers' inquiries in a rush.

The placing of the actual order may be delayed weeks and months, but when finally placed is a rush order. All along the line special service is asked, and usually secured. It is a procedure that has a tendency to increase costs, and requires extra precaution to avoid errors.

Specifications are more technical than in the past, and the buyer more frequently calls on the salesman or his firm for additional specific details, greater information as to the adaptability of the product for the ultimate user.

The cost of selling today is undoubtedly excessive in many lines, but some of this extra expense can be looked upon as holding the good-will of the customer and retaining him as a customer.

I know that there are many salesmen who formerly called, that have not been in this office during the past few months. A large proportion of those calling seem to be new men on this territory. Others are dropping in more frequently than in previous years.

I believe that more calls are made in each city and town because even small orders are welcomed today, not only by the salesman but by the firm he represents.

And once a customer has been secured, even if the initial order is only a small one, there is a much better future opportunity for the salesman when larger orders are in the offing.

### Utilities ApPOINT B. B. D. & O.

The New York Edison Company, United Electric Light and Power Company, Brooklyn Edison Company and the New York and Queens Electric Light and Power Company, all affiliated with the Consolidated Gas Company of New York, have appointed Batten, Barton, Durstine & Osborn, Inc., to direct their advertising accounts. This appointment does not affect the company's gas advertising.

# DIVERSIFIED INDUSTRIES OF LOUISVILLE

## KINGHAM TRAILERS

*"A Load Behind Is a Trip Ahead"*



IN 1926 the Kingham Trailer Company, one of the four largest concerns in this field, moved to Louisville because of the central location and exceptional shipping facilities offered by this city. This company is engaged in the manufacture



of trailers, a complete line of ribbed steel open and closed van bodies, refrigerator bodies, winches and convertible tops for trucks and trailers, and

they enjoy distribution throughout this nation and in many foreign countries.



Greater Louisville and its rich, diversified market, KENTUCKIANA, can be effectively reached at one low cost only through one medium—

Operating on 24 hours a day, this is one of the important plants in Louisville which contribute to the industrial stability of this section.

## THE COURIER-JOURNAL THE LOUISVILLE TIMES

Major Market Newspapers, Inc. — Audit Bureau of Circulations

REPRESENTED NATIONALLY BY THE BECKWITH SPECIAL AGENCY

## "HE MAKES 30% MORE SALES THAN ANY OTHER MEMBER OF OUR STAFF"

"I like the way Richards sells. I find our other salesmen get tips from him. He knows his merchandise and what's best for the customer. He drives home every sales point: the prestige of the market, the store's responsibility...and the fact that the product has been tested and approved by GOOD HOUSEKEEPING INSTITUTION. I ask him how that Good Housekeeping Guaranty makes



*\*We invite any manufacturer of a product designed for the modern woman to inquire of any store executive or salesman as to the selling power of the Good Housekeeping Guaranty.*

# GOOD

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D HOUSEKEEPING

*Everywoman's Magazine*



## Minnesota and Dakota Farmers have 15% more Food Purchasing Power!

THE farm market for food products now represents the most favorable buying power to be found. More than 90% of Northwestern farmers trade eggs for groceries, and their eggs are of greater value this year than last by 15%. Eggs are now taking command of food sales, and will rule supreme from the middle of December until the middle of July.

While Mrs. Town Housewife is forced to cut her grocery bills in line with salary reductions, Mrs. Farm Housewife finds her grocery buying power (eggs) increased by 15%.

Remember there are as many homes on farms as in all cities and towns combined in the Northwest. Farm homes comprise the largest residential district.

**Write us**—for our complete summary of survey on use of eggs as money in food and general stores.

**THE FARMER**  
Wald Publishing Co. Saint Paul, Minnesota  
**Farm, Stock & Home**  
 Saint Paul, Minnesota

New York  
 Midwest Farm Paper Unit, Inc.  
 250 Park Avenue



Chicago  
 Midwest Farm Paper Unit, Inc.  
 Daily News Building

# Stamps, Flags, Uncle Sam, Money and the Advertiser

A General Legal Roundup of Restrictions and Customs Governing  
Reproduction of Insignia and So on in Advertising

By Boyd L. Bailey

Of the New York Bar

**I**S it illegal to boast in an advertisement of a sale to Uncle Sam?

Is there anything to forbid an advertisement which contains a photograph of the White House, a stamped letter or a dollar bill or the Confederate flag?

Is there any way of mentioning the Bureau of Standards in connection with the advertised product without getting into trouble?

Generally speaking, to what extent may the advertiser boast of approval by, or some connection with, the Federal Government or its departments and bureaus or corporations of great public interest such as the Red Cross or the American Legion? And to what extent may the advertiser use pictures of national emblems, public buildings, soldiers on parade—to mention a few things—merely for their attention or decorative value?

The subject under discussion falls easily and logically into two parts: (1) There are certain things that cannot be used in advertisements for any purpose. A well-known example is a photograph of a dollar bill. (2) There are certain things which may be used—but under restriction. Such, for example, would be a picture of the President, or the name of a Government bureau.

What are the things that may not be used in advertising at all?

*Flags, ensigns, coats-of-arms, shields, seals of State:* There are statutes in more than forty-five States prohibiting the use of the United States flag in advertising. Some also prohibit the use of seals of State, coats-of-arms, ensigns and shields and simulations thereof.

An exhaustive résumé of the "flag statutes" would be out of date in January or February, when

many of the legislatures convene. The present tendency is to adopt the Uniform Act (now enacted by eleven States) so that the law will be the same in each State. This act prohibits the use in advertising of the United States' and the enacting State's "flag, standard, color, ensign, or shield," and, as do many other statutes, prohibits the defacing of the "flag, standard, color, ensign, or shield" with any advertisement.

## *A General Rule for Keeping Out of Trouble*

A general rule may be laid down which will keep the advertiser out of trouble now and, judging from the present tendencies of the law, for a long time to come: In advertising do not use a reproduction or simulation of any flag, color, ensign, shield, Great Seal, or coat-of-arms of any State or of the United States. And, if your advertisement may appear in Alabama or Mississippi, do not use a reproduction of the Confederate flag. (Possibly the Alabama and Mississippi statutes are unconstitutional, but litigation is expensive.)

Many State shields, great seals and coats-of-arms are available for use in advertising merely as ornaments or decorations, but up-to-date legal advice on the particular emblem in mind should be obtained.

There is no Federal flag statute effective throughout the United States. Title 4, Sec. 3 of the United States Code, however, forbids the use of the "flag, standard, colors or ensign of the United States of America" in advertising "within the District of Columbia."

But how about the use of seals, flags, ensigns, etc., as trade-marks

or as constituent parts of trade-marks? It is obvious that the use of those marks which may not be advertised is inadvisable. Furthermore, no trade-mark may be registered with the Federal Government if it "consists of or comprises the flag or coat-of-arms or other insignia of the United States or any simulation thereof, or of any State or municipality or of any foreign nation \* \* \*." Thus, the trade-mark statute is broader than the flag statutes because it includes foreign and municipal emblems in its reservations.

The above-mentioned emblems of Governmental authority are protected from commercial use chiefly because of patriotic considerations. We next come to a class of things which may not be used in advertising because their use would offend the laws against counterfeiting. An intention to defraud is not a necessary element of crimes under these laws. (*Ex parte Holcombe*, 2 Dill. [U. S.] 392.)

*United States bonds, certificates of indebtedness, national bank currency, coupons, United States notes, Treasury notes, gold and silver certificates, certificates of deposit, bills, checks, or drafts for money:* Reproductions or simulations of these, drawn by or upon authorized officers of the United States, may not be used in advertising. The use of reproductions of uncanceled stamps is also forbidden. (U. S. C. A., T. 18, Sections 262, 264, 290, 292.)

*Notes, bonds, obligations or other securities of foreign Governments, banks or corporations:* Unless very much distorted, reproductions of these are also prohibited in advertising, as well as the possession of dies or plates from which they may be made. (U. S. C. A., T. 18, Sec. 275.)

*Stamps:* Under an old opinion of the Attorney General (1893, 20 Atty. Gen 691) an advertiser was permitted to show a photograph of a canceled United States postage stamp. But, as was brought out by a later opinion (1908, 27 Atty. Gen. 125), it is a crime to own a machine capable of impressing uncanceled stamps, so that the

plate or die ought also to impress the cancellation mark.

But before using any reproduction of a postage stamp—canceled, mutilated or otherwise—submit a hand drawing to the Post Office Department with a letter requesting an opinion whether the department approves or disapproves the advertisement (U. S. C. A., T. 18, Sec. 348). And, of course, under no circumstances, make or cause to be made any plate or die which might be used for counterfeiting stamps. The law regarding foreign stamps is approximately the same (U. S. C. A., T. 18, Sections 275-349).

*Coins:* It is a crime to possess, make, cause to be made or in any manner to use "any business or professional card, notice, placard, token, device, print or impression or any other thing whatsoever, in the likeness or similitude as to design, color, or the inscription thereon of any of the coins of the United States or of any foreign country that have been or may be issued as money \* \* \*." (U. S. C. A., T. 18, Sec. 285.)

#### *A Miscellaneous Group*

We now come to a miscellaneous class of things, some of which may be used in advertising. We shall discuss these things as used for attention or ornamental value, leaving to the last a discussion of their use when Governmental endorsement or approval is connoted.

*Pictures of public buildings, battleships, bridges, memorials and other structures:* When used merely as ornaments or for attention value, it is always permissible to use pictures of the White House, the buildings at West Point, or any structure, in fact, public or private, floating or on a foundation. As in the case of flags, it is extremely difficult not to be in execrable taste in the use of such pictures. Most of us associate West Point, for example, with the highest ideals of patriotic valor; to see it arbitrarily used to decorate an advertisement of tooth paste—however meritorious—brings nausea.



**Public personages:** All living persons, great or small, "Hon." or otherwise, have a right of privacy. This right enables them to sue for damages and/or an injunction when their names or pictures are used in advertising without their consent. "Releases," therefore, must be obtained from all persons whose names or pictures are to be used.

The right of privacy is incorporated in the trade-mark law: " \* \* \* No portrait of a living individual may be registered as a trade-mark except by the consent of such individual, evidenced by an instrument in writing \* \* \*." Special provision is made for Presidents: " \* \* \* Nor may the portrait of any deceased President of the United States be registered during the life of his widow, if any, except by the consent of the widow \* \* \*" in writing. (T. 15, U. S. C. A., Sec. 85 (b).) Presidents, I believe, are the only persons so protected after death. By departmental construction, the law has been interpreted to forbid the registration of the names of living celebrities, even without their pictures, and even when only the family name is used. Examples where registration was refused are: "Roosevelt Rose" as a trade-mark for grocers' specialties (Ex. p. R. I. Sherman Mfg. Co., 1902, 101 O. G. 3105), and "Dewey's Chewies" as a trade-mark for sweets (Ex. p. McInnerney, 1898, 85 O. G. 149).

A label to be used for whiskey entitled "King Edward VII" was refused copyright protection when that monarch was living. (Ex. p. John Dewar & Sons Ltd., 1902, 98 O. G. 1037.)

Titles such as "Kaiser," "Queen," etc., may be registered as trade-marks (J. P. Baltz Brewing Co. vs. Kaiserbrauerei, Beck & Co., 74 Fed. 222; Raymond vs. Baking Powder Co., 85 Fed. 231) and "President" has been given protection as a trade-mark for suspenders (President Suspender Co. vs. MacWilliam, 233 Fed. 433). The office is public, but one's name is always one's own.

**Group pictures:** Whether the

right of privacy applies to every person in a picture of a regiment of United States Marines or any other large group picture has never been decided, but a literal interpretation of the New York statute indicates that the consent of every identifiable person should be obtained (or, more easily, the photograph may be retouched so that no one can be identified). As a practical matter, it is unlikely that any one of a large group would bring suit. The law requiring the consent of the person named or portrayed applies in case of any use in advertising, regardless of the implication of his endorsement of the advertised product.

**Red Cross, Boy Scouts, Etc.:** It is unlawful for persons not in the Red Cross to use the "Greek red cross on a white ground, or any sign or insignia made or ordered in imitation thereof or of the words 'Red Cross' or 'Geneva Cross' or any combination of these words" \* \* \* "for the purpose of trade or as an advertisement to induce the sale of any article whatsoever or for any business or charitable purpose \* \* \*." The only exception to this rule is that anyone who used the emblem or words prior to January 5, 1905, for a lawful purpose may continue the same use for the same purposes for the "same class of goods." (U. S. C. A., T. 36, Sec. 4.)

The "Boy Scouts of America" has the exclusive right to its name, "emblems and badges, descriptive or designating marks" and to its slogans. (U. S. C. A., T. 36, Sec. 27.)

#### **Some Other "Exclusive" Names**

The following organizations also have exclusive rights in their names: "The American Legion," "The U. S. Blind Veterans of the World War" and "American War Mothers." (U. S. C. A., T. 36, Sections 48, 87, 100.)

**Implying Government endorsement or connection:** Unfair methods of interstate competition are unlawful. (U. S. C. A., T. 15, Sec. 44.) Fraudulent methods of competition are also unlawful in

commerce whether interstate or intrastate. It is an unfair method of competition to claim Government endorsement of or connection with the advertised product—if *that claim is false*. If the purchaser relies upon the claim, and if the advertiser intended him to, such a false claim may also be deemed fraudulent. It makes no difference whether the claim is made orally or in an advertisement.

An advertisement connotes Government endorsement or connection when most of its readers for whom it was intended think it does. The cause of the strict constructionism is a lost one, and it is immaterial that a literal reading of the advertisement may not show Government endorsement or connection.

For example: There is no objection legally to one's naming a company, "The New York Tire Co." or the "United States Tire Co." (Cady vs. Schultz, 1895, 19 R. I. 193.) We are so used to seeing such names that we do not consider them as implying any back-

ing by New York or the United States.

But the Federal Trade Commission has objected to an advertisement of "U. S. Signal" glasses and "Army and Navy Field or Marine Glasses" as falsely indicating that the glasses were made according to Government specifications or consisted of surplus Government stock (Stipulation No. 160). And the Commission also objected to the use of "U. S. N. Deck Paint" and "U. S. N." in connection with pictures of battleships and ship officers in uniform, upon the ground that the advertiser's product was inferior to that sold by the Navy and was never endorsed by the Navy. (Complaint No. 1733, pending.)

There is no general prohibition against claiming conformance to the standards of the Bureau of Standards, against mentioning West Point or the White House or Uncle Sam. There is simply the ordinary moral requirement that what is said in any advertising must be true.

### Heads American Type Founders

Thomas R. Jones, vice-president and general manager of the Harris-Seybold-Potter Company, Cleveland, has been elected president and general manager of the American Type Founders Company, Jersey City, N. J. He succeeds Joseph F. Gillick, who has retired because of ill health.

### C. C. Skaates with Shoe Chain

Claude C. Skaates, formerly with The H. C. Godman Company, Columbus, Ohio, shoe manufacturer, and the Mumm-Romer-Jaycox Company, Inc., advertising agency of that city, has been appointed advertising manager of The Miller-Jones Company, operator of a chain of retail shoe stores in the Middle-West.

### Joins N. B. C.

W. E. Webb, formerly with Altman & Company, New York, has joined the National Broadcasting Company in a sales promotional capacity.

### Death of T. F. Miner

Theodore F. Miner, for many years with N. W. Ayer & Son, Inc., died last week, aged eighty-eight. He had been retired for several years.

### Beet Sugar Co-operative Conducts Test Campaign

A test campaign, using magazine advertising, has been launched by the United States Sugar Beet Association, Denver, to increase the demand for beet sugar. Plans call for thirteen page advertisements over a period of five months. McCann-Erickson, Inc., directs the campaign.

### New Sales Promotion Service

The New Corporation Register is a new business formed at 55 West 42nd Street, New York, to supply sales and advertising executives with facts about new business enterprises in the New York metropolitan area. Charles A. Petersen is general manager. Beatrice B. Read is business manager.

### Bank Appoints Presbrey

The Greenpoint Savings Bank, Brooklyn, N. Y., has appointed the Frank Presbrey Company, Inc., New York, to direct its advertising account. Newspapers will be used.

### Addressograph to Reincke-Ellis

The Addressograph-Multigraph Corporation, Cleveland, has appointed the Reincke-Ellis Company, Chicago, to direct its advertising account.





# CLEAN HARD FACTS

ABOUT  
SOAP AND  
SHAVING  
CREAM  
AND SUCH

R. L. Polk & Co. Consumer Study\*  
definitely shows that greatest market  
exists among Journal families

Take the six leading brands of toilet soap for instance. Journal families buy 39% more than the families of any other Portland newspaper. On the five leading brands of shaving cream the percentage is 36%—on the "six best sellers" in tooth paste the Journal leadership is identical, 36%.

The Journal has the largest daily circulation in the Pacific Northwest. It reaches more families of established spending ability. It has the lowest milline rate. Very naturally, then, it is your best advertising buy.

\* Based on 64,322 personal interviews  
out of 90,440 Portland families.



THE  
Afternoon  
Sunday

# JOURNAL

PORTLAND • OREGON

ADDITIONAL INFORMATION from the Polk Study may be secured through our  
National Representatives—REYNOLDS-FITZGERALD, Inc.  
New York • Chicago • San Francisco • Los Angeles • H. R. Ferriss, Seattle

# How 60,000,000 Tires Can Be Sold in 1933

Market Is There if Manufacturers and Dealers Will Stop Advertising Merely Mileage and Low Price

By W. O'Neil

President, General Tire & Rubber Company

**M**ILLIONS of people are out of work today because the salesmen of America have fallen down. The fewer people who buy merchandise, the more people there are who are out of work. The more people out of work, the fewer there are to buy goods. It is a vicious circle.

More than 60,000,000 automobile tires will be needed in 1933 to equip cars that are now running on the roads. Will these 60,000,000 tires be bought? I don't know.

I believe that they will if the tire manufacturers and merchants of America start in to do some creative selling and some creative advertising. Instead of merely trying to steal some business away from the man across the street by chiseling his prices down a few cents.

Present unsatisfactory conditions in the tire industry are not the result of the depression, as is the case with the steel business. Because of the depression, the steel business has dropped down to 15 per cent of capacity, while the tire business never has dropped below 60 per cent.

What tactics have salesmen been using, in many lines of business? They have been going in to sell tires, or other merchandise, to the most hard-boiled individuals there are—the purchasing agents whose job it is to sell salesmen the idea that someone else has a better proposition than they have.

Instead of saying to the purchasing agent, "Here's the best quality of merchandise that you can buy and I know my price is right for it,"—they say instead, "How's my price? Am I low enough? I'll meet any competitive

price." That's not leadership nor is that creative selling.

Making the initial price the selling argument is not creative selling, it merely divides up the business that is already in the market. It may possibly attract more of that day's customers into a particular store but it doesn't create any new wants in tires nor does it make the owner, who hasn't as yet had a blowout or whose tires are very dangerous to run on, replace those tires with safer rubber.

A merchant to be of real good to the community and to his company must sell new wants and new ideas to customers. Tires should not be run to the last thread. It isn't even economical from a tire angle. It's certainly disastrous from a safety angle. Using price as an argument to sell doesn't make anybody realize that they haven't put a tire on there because it was cheap, they put it on there for safety.

## *The Need of Real Leadership*

Some of the things that have been done in the tire business are almost laughable. We have been letting our feelings sway us too much and we have been thinking wrong. We must get back to real leadership.

Time after time, when one tire manufacturer has made a mistake, other tire manufacturers, instead of profiting by his mistake, have followed him and have made the same error in judgment.

Manufacturers who set out to raise their own rubber have not profited by the lessons that their competitors learned. If Pillsbury were to set out to raise all the wheat to make all the flour that he manufactures, people would think he was crazy. If they would call

Portion of an address at the Atlanta, Ga., convention of the National Tire Dealers' Association.

# ON THE Spot



*Map copyrighted by and used courtesy of Rand McNally Co.*

## TO CHECKMATE COMPETITION

**T**OUGH spots on your market map. Big dips in your sales chart. Competition entrenched. Your salesmen checked. Your dealers needing help to move your goods.

Then... **CONCENTRATE** the force of the most modern of all forms of advertising: radio. Concentrate it on exactly the localities you want to reach, through Spot (individual station) Broadcasting.

By Spot Broadcasting you can back up your salesmen and your dealers with radio advertising that will go directly to the people you want to talk to, through stations they like and listen to, at times when they are listening. You can use live talent... local favorites, programs of pre-tested merit... or your own recordings. You can get **RESULTS**.

As pioneers in the field, as the largest organization of radio station representatives in the country, as a responsible source of authentic data on radio advertising... Scott Howe Bowen, Inc., can help you make your radio advertising more productive. Put your problem up to us and let us give you a concrete demonstration of the value of Scott Howe Bowen service.

# SCOTT HOWE BOWEN INC

SPOT BROADCASTING

CHRYSLER BUILDING, NEW YORK CITY  
CHICAGO DETROIT KANSAS CITY BOSTON  
OMAHA SAN FRANCISCO

# PROOF AGAIN



*New England's*  
**BECAUSE**

*Grea*

IT PA

NOVEMBER 12, in one record-smashing day, Houghton & Dutton sold 1,002 radios, 994 oil burners, 510 bed room suites, 27,000 sheets, 2 carloads of toilet soap, 28,000 pieces of silver, 3,800 gallons of paint, 607 men's overcoats, 806 women's coats, 4200 electric toasters. 350,000 buying customers jammed the store so full that four times during the day the doors had to be closed until the rush was taken care of!

How was it done? 16 pages in the Boston American—the largest amount of advertising ever published by a retail store in a single issue of any Boston newspaper. 82% of the advertising appeared in the Boston American... just one more conclusive proof of the extra-responsiveness of American readers.

For eleven months the Boston American has shown a gain in retail advertising. Boston merchants are spending more money in the American for only one reason—*because it pays.*

Naturally the Boston American delivers greater results. It reaches a rich market of 257,391\* homes—84,657\* more than any other evening newspaper in New England. It will pay *you* to cultivate this rich responsive market, too!

\*A. B. C. Audit, March 31, 1932

BO

Repres

# Greatest Evening Newspaper

THE HOUGHTON & DUTTON INC.  
BOSTON

EXECUTIVE OFFICES

November 15th, 1932

Mr. J. J. Cremen  
Advertising Director  
Boston American  
Boston, Mass.

Dear Mr. Cremen:

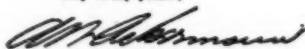
Now that we have had an opportunity to check results of the overwhelming response to our second "Greater Houghton Day", November 12th, facts and figures prove that the sale was a supreme demonstration of the Boston American's pulling power.

You know that our sixteen page section, published in the American November 11th, was the largest amount of advertising ever placed by an individual store in a single issue of any Boston newspaper, and represented 82% of our newspaper investment.

Sales for "Greater Houghton Day" broke all records, exceeding our May 7th sale (for which the American was our principal medium) by over 34%, and the previous largest single day's business in our store's ninety years' history by over 300%. We have estimated that between 9 a.m. and 9 p.m., 350,000 customers attended the sale.

Everything surrounding this sale indicates...that business is definitely on the upswing...that Boston people will respond to dominating promotions of outstanding values...that the Boston American has tremendous pulling power, and in our opinion is entitled to full credit for the extraordinary success of this sale.

Very truly yours,



President and General Manager

ANA/B

HOUGHTON & DUTTON INC

# BOSTON AMERICAN

NEW ENGLAND'S GREATEST EVENING NEWSPAPER

Represented nationally by the RODNEY E. BOONE ORGANIZATION

## GOOD COPY

can often im-  
ply a pledge of  
performance  
more effec-  
tively than a  
bald promise.

**HAWLEY  
ADVERTISING  
COMPANY  
Inc.**

**95 Madison Ave.  
New York City**

them rubber farms, instead of rubber plantations, and call the men who work them, rubber farmers, they might realize that manufacturers don't belong there.

In tire advertising, too, there has been a serious lack of leadership and real salesmanship.

The tire industry has spent \$18,000,000 in an effort to get \$150,000,000 worth of business and it has been using the same methods that the mail-order houses have used to make price appear to be the only attractive thing about a tire.

Manufacturers have been advertising that the greatest name in rubber is behind the cheap tire. Mileage has been advertised when it's safety that people want in tires, not merely mileage. So many of us have been talking only about the low-down cost of tires. That is not creative advertising or selling.

The bulk of the tire business is still done through the tire dealer but the tire dealer is not looking ahead. He isn't trying to build something for himself. He wants to be a part of that ever-increasing number of distributors for an article for which the demand has been decreasing. He supports a manufacturer who gives a low price to his competition. He helps sell the idea that that's the kind of tire the public should have, that price is the only consideration.

In a time when rubber is selling for 2 per cent of the high price and 15 per cent of a normal price, we are advertising to the public to use less good rubber, to buy the cheapest thing in tires, tires that have less rubber content. Because rubber is so cheap, why should you put a lot in? Is that logical?

Advertising is supposed to make a sale easier. It is supposed to favorably dispose the buyer. If all your advertising is aimed at cheapness, does that make the sale easier for the quality product?

Dealers should urge the manufacturer immediately to take his name off the cheap product, immediately to discontinue price as an argument for purchase, to get behind a program of showing the American public that the cheapest

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commodity today is rubber, that tires are much cheaper than automobiles, they are much cheaper than doctor bills, law suits and all those other things that accrue from the accidents caused by running cheap or old, used tires.

If we get behind a program of constructive selling, constructive advertising, better things are in sight. Let's sell safety and non-skid and comfort and freedom from accidents instead of merely mileage and low price and then we will sell 60,000,000 tires that America needs in 1933.

### Statistical Services Consolidate

"National Advertising Records," published by the Denney Publishing Company, New York, and the advertising statistical service of the Advertising Record Company, Chicago, have been consolidated and will be issued hereafter as "Nation Advertising Records," published by the Advertising Record Company. Miss Laura C. Boland, for fifteen years with the Advertising Record Company, will manage the consolidated companies. Miss Annabelle E. Menninger, who has been in charge of production of "National Advertising Records," will continue in charge of the New York office.

### Death of H. K. Ebert

Horace Kern Ebert, of the Tracy-Parry Company, Inc., Philadelphia advertising agency, died on December 3. Before entering the agency field he had been for ten years with the advertising department of John Wanamaker and for twenty years with the Philadelphia *Evening Bulletin*.

### Eldon Shoup with Dennison

Eldon Shoup, executive secretary of the Distribution Research Association, Springfield, Mass., has joined the sales planning staff of the Dennison Manufacturing Company, Framingham, Mass. Mr. Shoup, who was at one time sales promotion manager of the National Blank Book Company, Holyoke, will make his headquarters at New York.

### Has Furrier Account

The Engel & Fetzner Company, Cleveland furrier, has appointed the Bayless-Kerr Company, of that city, to direct its advertising account. Newspapers, class magazines and direct mail will be used.

### Has Warren Tool Account

The Warren Tool Corporation, Warren, Ohio, has appointed Henry T. Bourne, Cleveland, to direct its advertising account.

## BUY SOUND CIRCULATION

IT is one of the prime virtues of Punch that every copy bought is bought for the intrinsic interest of its contents. It offers no prizes, issues no coupons, promotes no competitions to swell artificially the weekly number of its guaranteed sales. Every inch of space in every copy addresses itself to people who read Punch for its own sake, have faith in its advertising, and who have means to respond to that advertising. Ponder these facts. Now, when VALUE is a paramount consideration for every buyer of advertisement space, Punch has a supreme claim to consideration. Write to Marion Jean Lyon, Advertisement Manager, PUNCH, 10 Boulevard Street, London, E.C.4, Eng.

## USE PUNCH

# Employees Send Prospects to Dealers by This Plan

Fifty Cash Prizes Are Offered to Those Who Persuade Friends to Use Company's Product

ALL of the employees of the Union Carbide and Carbon Corporation, some 10,000 individuals, have been given an opportunity to help boost the sales of an anti-freeze, Eveready Prestone, product of one of the corporation's subsidiaries, the National Carbon Company.

A contest has been arranged in which a total of fifty prizes, ranging from \$500 for the first to thirty-six \$5 awards, have been offered. A poster announcing this contest was distributed to the various factories and offices for display.

In addition, each employee has been furnished with bulletins containing the rules and folders describing the product, along with ten postcards. This material is distributed through department heads and additional folders and cards may be obtained by anyone desiring them.

The postcards carry a space for the employee's name, division and city. He signs these and hands them to his friends who plan to purchase the product. A note on the top of the card is addressed to dealers. It says: "One of our employees has sent this Eveready Prestone customer to you. Please

sign the attached card and mail it immediately so that our employee will receive credit in a special prize contest. Thank you!"

The cards require no postage and give the car owner's name and address and the date on which he purchases the product. The dealer's name and address and his jobber's name are also included. The cards are returnable directly to the company's main offices in New York.

The total number of gallons purchased by any one individual is not important in the contest. Prizes will be awarded strictly on the basis of securing the largest number of different people using the product. For example, if a car owner makes two individual purchases of one gallon rather than a purchase of two gallons, it would still be counted as only one credit point.

The contest will close on December 15. This will give the company time to make the awards before Christmas.

Shortly after the contest started, a special four-page letter was sent out to all corporation employees giving additional information on why Eveready Prestone is a superior product. This letter answers questions on anti-freeze.

## Appoint Reese Agency

The Knott Hotels Corporation has appointed Thomas H. Reese & Company, Inc., New York, to direct its advertising. Newspaper, magazine, business paper and radio advertising will be used. The Furniture Specialties Corporation, New York, has also appointed the Reese agency to direct its advertising.

## Ultramarines Exhibit Again

One answer to the question "What do advertising artists do in their spare time?" is given in the annual exhibit of the Ultramarines, now on display at the office of the Newell-Emmett Company, advertising agency. The picture gallery displays the playtime work of artists on the agency staff. The exhibit will continue until December 17.

## Heads Envelope Manufacturers

Milton P. Altschul, secretary of the Standard Envelope Manufacturing Company, Cleveland, has been elected president of the Envelope Manufacturers Association of America. Other officers are B. H. Miller, vice-president, and C. R. Stevenson, secretary-treasurer. The executive committee includes: M. R. Whinery, J. S. Wiley, C. F. Pflanze, I. W. Carpenter, Walter J. Berkowitz, and Harold Smith.

## Death of C. W. Pickett

Colonel Charles Whittlesey Pickett, founder of the old New Haven, Conn., *Evening Leader*, died recently at that city, aged seventy-five. Colonel Pickett, until his retirement three years ago, was editor and publisher of the *Evening Leader*.



## Straight into every sales territory with **TRANSCRIPTIONS**

**THE SIMPLICITY** of this new method. Programs may be broadcast in any or every locality in the country, with full assurance of uniform quality and with a single effort.

**THE ECONOMY** of this new method. By eliminating the problem of time and space, we are able to offer the advertiser an efficiency that will challenge from the viewpoint of cost every other method for broadcasting over more than one station.

**THE BEAUTY** of this new method. It doubles the tone range. It makes the program ring out true and clear. Sound scientists of the Bell Laboratories have produced this result after 6 years of work.



Western Electric Wide Range Noiseless Recording (available only through the World Broadcasting System) insures perfect radio production.

The World Broadcasting System operates through leading stations in every part of the country. A Station List of over 170 radio stations will be sent on request.

### **WORLD BROADCASTING SYSTEM, INC.** 50 West 57th Street, New York City

179 King St., W., Toronto

1040 North Las Palmas Ave., Hollywood, Cal.

400 West Madison St., Chicago

SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE

Production Studios: New York, Washington, Hollywood

# An Advertiser Says a Good Word for Price-Cutting!

Strangely Enough, He Says It Helps Him—If the Dealer Does It—and Here Are His Reasons

By a National Advertiser

[EDITORIAL NOTE: Just to illustrate the fact that there are at least two angles to every important merchandising question—including even the outstanding one having to do with price-cutting—we are here presenting the views of a prominent advertiser who thinks that price-cutting is a good thing. The advertiser in question is a recognized leader in his line and we wish we were at liberty to reveal his name. It is unnecessary to add that the position set forth here is not that of PRINTERS' INK. But the advertiser has something to say and so why not let him say it? Significantly enough, he suggests, though, that the cutting be done by the retailer.]

**D**OES price-cutting hurt a manufacturer? The answer depends on whether the manufacturer is well entrenched in his field with his public.

My own opinion, and I've been battling to build and maintain demand for my product for more than twenty years, is that price-cutting is the best thing that can happen—after a manufacturer has distribution.

I put my views forth here anonymously for obvious reasons. If this statement leaves anybody in the dark, I'll explain that my attitude varies with the people with whom I'm discussing the question. Should it be dealers, I'll emphatically flay price-cutting as damnable. In business we must be politic.

But to myself, seriously and frankly, I confess that price-cutting by the trade is profitable. I realize that such slashing of price will bring threats from small dealers to refuse to handle my product. They even carry out their threat. This phase of the situation is for me to deal with.

It is up to me to make my adver-

tising so effective that the dealer will realize that when he does not give my product when ordered, he is driving a customer to another store where it can be obtained. The consumer will buy most easily that which she knows. The more the price is cut, the more will my product become known, and the more is a monopoly built for me.

The function of retailing is to supply the customers of a store with their needs. Any large advertiser of a repeat sale product has more customers than any retailer, even if that retailer be so large a distributing outlet as Macy's. Take the customers of Gillette, of Forhan's, of Listerine or similar products, and they far exceed in number the customers of a store.

When a retailer stops handling a nationally advertised brand which he has only to hand over the counter to make his profit, he doesn't only hurt the maker of that brand, but injures himself as well. He is not ready to give the customer what is wanted. The manufacturer can meet and change such short-sightedness if he advertises a product of merit, fairly priced to the dealer.

## No Concern of the Advertiser!

Let the manufacturer advertise so persistently and so wisely that customers will readily pay a few cents more to get what they want. Of course, if dealers go mad and slash their profits, that is no concern of mine. I don't encourage it but if that is a dealer's wish, it's all right with me. He then works for little or nothing to do that which I am ready to see he gets paid for; namely, getting my goods into use.

So I say again, the more the retail price for my product is cut, the better I like it. My advertising will keep up demand. Together

# Bradstreet's

## *A Business Digest Weekly*

*Founded in 1868*

### FACTS

Statistics show that about 60% of the business of the United States is controlled by about one-half of 1% of the number of business organizations.

From the viewpoint of advertisers and their agencies, it is significant that the number of these dominant firms approximates the circulation of BRADSTREET'S WEEKLY.

The moral is — BRADSTREET'S WEEKLY is being read by the most influential executives of the country because it gives them the vital facts so necessary to bring business back into the profit-making zone.

*Published by*

## The Bradstreet Company

*Since 1849 America's Leading Credit Rating Bureau*

148 Lafayette Street, New York

both moves will keep out competition. My profit is based on volume. The prospects of bettering me on lower production and distribution costs are not encouraging to competitors. I am always several good jumps ahead of them.

People who are customers will be my customers all the more if cut prices enable them to get my product cheaper. This makes it harder for a competitor to cut in without giving more for the money to sway them, and very largely eliminates that part of competition.

Price-cutting has existed for twenty-five years and will probably continue for twenty-five more. Many large advertisers if they told the truth, would confess themselves in agreement with me. They fight it, but they fight it as a gesture for good-will from the retailers.

The contention that retailers who cut to the bone, and even into the bone, do so without profit, is unsound. Seldom is such slashing done on anything but a widely advertised product. But even then the

slashing is done with profit to the dealer.

Such cutting serves the price-cutter as an advertising instrument which brings a customer into his store. Therein lies his benefit for which he foregoes his profit. He must be satisfied that it pays him or he would not continue the practice.

If retailers object to price-cutting it is up to them to get together and agree how to eliminate it from their business. It is solely a question of retail ethics with which a manufacturer has nothing to do. I believe instead of hurting us manufacturers, it helps us. So why should we worry?

#### Four Accounts to Mosse

The Cosma Laboratories, the Renesol Laboratories, Inc., and Michel Cosmetics, Inc., all of New York, and the Joe Lowe Corporation, Brooklyn, N. Y., Drake's Doughnuts, have appointed Rudolf Mosse, Inc., New York, to direct their advertising accounts. Newspapers will be used on all accounts. In addition, magazines will be used for Cosma.

We're not  
offering something  
"Just as Good"

If any shoe that you purchase in this store you will find the equal in quality or better than before. Every Florsheim shoe is being made with this thought in mind and the price is based on today's cost. When you are glad to know this... they don't mean something "really good"... they mean the real thing... they put it there and it costs no more.



THE FLORSHEIM SHOE SHOPS

12 LOMB STREET  
Shop at the Home National Bank

Above, greatly reduced, is an advertisement of The Florsheim Shoe Co., prepared by Faithorn Corporation.

**Always the Finest  
at FAITHORN**

**FINEST ENGRAVING  
FINEST TYPOGRAPHY  
FINEST PRINTING**

Use one or all... just as you wish... but all are here, ready to serve you

## A Money-Saving DIRECT MAIL PLAN...

that gets away from the beaten path, adaptable for a single piece or series. By actual tests has proved its effectiveness... its money-saving features for any business. The whole idea, or some part of it, may be just that new approach you have been seeking. Write for this plan on your letterhead. ■ By giving your engraving, typesetting and printing to this organization, you are assured of better work, always-on-time delivery and prices lower than you might reasonably expect.

Exceptionally well fitted to submit ideas, write copy, prepare sketches and drawings—through every step of production.

**FAITHORN CORPORATION**

**Ad-Setters • Engravers • Printers**

504 Sherman St., Chicago, Ill. Phone Web. 7820

PRINTING

## Bunk

ADDISON VARS, INC.  
BUFFALO

Editor of PRINTERS' INK:

If it is not too much trouble, would you kindly send me a list of articles which have appeared in PRINTERS' INK during the last three or four years on the general subject of "Bunk in Advertising"?

HENRY W. COMSTOCK,  
Account Executive.

WHEN your competitor reads your advertising he probably remarks to his wife or the first vice-president, "That's a lot of bunk!"

If every advertiser would ponder on this he would be a little more tolerant of the other fellow's advertising; and a little more careful of what he says in his own.

What is and is not "bunk" depends upon the viewpoint. Even facts and figures that come out of impartial testing laboratories are challenged frequently and denounced as bunk. Consumers, competitors, dealers, salesmen—they are all ready to defend and believe the advertising of those products which they use or have a personal interest in.

Bill Jones and John Smith try several brands of shaving cream. Bill decides that Palmolive gives him the best shave. John thinks that Williams is the superior cream. Each will defend his choice. Each will label the claims of other shaving cream advertisers "bunk."

There are, nevertheless, certain advertising practices which should be universally condemned. "Bunk" is too mild a word for deliberately false statements, for tainted testimonials, for gross exaggeration. These things, as well as other evils, have been condemned loudly by honest, sincere advertising men.—[Ed. PRINTERS' INK.]

## Thayer Now Publisher of Country Weekly

John A. Thayer, formerly commercial sales manager of Electrical Research Products, Inc., a subsidiary of the Western Electric Company, has purchased a majority interest in the Ridgefield, Conn., *Press*, a weekly newspaper. Mr. Thayer, who was at one time with the Crowell Publishing Company for many years, will be president and editor of the *Press*.



## IODENT said —“7 Days!”

On October 17th, seven days before their new "Detectives Black and Blue" radio program was to start over WLW, IODENT telephoned from Detroit. They asked: "Can your Field Merchandising Service contact every key drug outlet in Ohio, Indiana, West Virginia and Kentucky during the next seven days?"

The reply in results was that, at the end of eight days—the fast moving automobiles of the WLW field men having been delayed one day by intolerable weather—1671 key drug stores in every city and town of over 5,000 population had been contacted—the program had been sold to the proprietors—clerks had been enthused—display material for windows and counters had been distributed.

Send for 72-page book  
describing this service.



THE CROSLY  
RADIO CORPORATION  
POWELL CROSLY, Jr., President  
Cincinnati



# Dealer Builds His Own Advertising with a Tool-Kit

New Hart Schaffner & Marx Plan Makes Store Promotion Material More Individualistic and Effective

**R**EALIZING that the attitude of their retail merchants toward all sales promotional expenditures had become hard boiled, Hart Schaffner & Marx have made a radical change in both the method of deciding on the kind of material offered and the form of its presentation.

"For a period of six months, we talked with hundreds of our merchants, and especially with their advertising men," said C. W. Chapin, advertising manager. "We found out from them what advertising materials would be most useful to them under the changed conditions. They told us what they wanted—cuts, copy, layouts, selling ideas, ideas for the salesmen on the floor as well as for advertising that would bring the customers into their stores. They suggested to us the handiest form of presenting all these things for their use.

"The result is our new sales promotion tool-kit. With the tools in this kit, the retail merchant or his advertising man can easily and quickly build his own advertising to meet his own specifications as to kind, size and character. Furthermore, he can add his own individual personal touch to his copy if he wants to.

"This tool-kit is well named. It contains tools necessary for the successful promotion of retail sales. It provides flexibility, equally useful to the merchant in the big town and the little town.

"All this material is delivered loose-leaf in a special folder that fits a merchant's file. He can keep it within easy reach. He can find the things he wants, take them out, cut them, paste them, adapt them his own way to the needs of his store, using his own ingenuity."

There are forty-five separate items in the kit, including "working parts" for making all the merchant's clothing advertising for the

1932 fall-winter season. All he needs are scissors, paste, and a ruler to make what he wants. Here are a few of the items in the kit:

Cuts in all practical sizes, cuts of garments, trade-marks, decorations, illustrations; either electrotypes or mats; also requisition blanks, which make it plain to the merchant that the cuts are loaned to him for the purpose of advertising Hart Schaffner & Marx clothes, and ask him for copies of the newspaper containing the advertisements; copy which can be used "as is" or changed to suit the merchant's own ideas; selling facts for the use of salesmen on the floor as well as in the advertising; facts about the weaves, patterns and colors. And so on.

The kit also contains an advertising calendar for each of the fall and winter months, which suggests what to advertise on three days of each week.

## *The Kit Is Adaptable to Merchant's Ideas*

The great value of the kit is its adaptability to the uses of the merchant who wants to use his own ideas in addition to the help given him by the manufacturer. Even the completed advertisements in the kit are so constructed that the merchant may make changes in the prices or in the items featured in the sub-paragraphs.

In every way possible, the aim was to make the plan coincide with the desires and the needs of the merchants. For example, duplicate cut-sheets are included: "One for clipping and pasting into your own first layouts; the other to be kept in the tool-kit for record." News-proofs are used for other layout pasting in which the same cut is used.

Other tools will be added as the manufacturer develops them through the season.



# Again and Again **A GAIN!**

November, 1932

Compared to 1931

## The Post

OF BALTIMORE

*Gained*

# 246,268

LINES OF ADVERTISING

*September Increase.....116,422 Lines*

*October Increase.....249,045 Lines*

*November Increase .....246,268 Lines*

## The Baltimore Post

A Scripps - Howard Newspaper

NATIONAL ADVERTISING  
DEPARTMENT OF  
SCRIPPS - HOWARD  
NEWSPAPERS

230 PARK AVENUE, N. Y. C.



MEMBER OF THE UNITED  
PRESS . . . OF THE AUDIT  
BUREAU OF CIRCULATIONS  
and of

MEDIA RECORDS, INC.

# Better Packages; New Market

How This Manufacturer Used a Seven-Plank Platform to Secure Automotive Replacement Business

SINCE 1887 The Garlock Packing Company has been manufacturing mechanical packings and allied products. No concerted effort had been made, however, to secure any major portion of the automotive replacement business as represented by the use of packing materials in garages, repair shops and service stations.

Surveys having shown this market to hold promising possibilities, the method of approaching it defined itself into a platform composed of the following planks:

(1) Products built to the company's quality standards.

(2) Establishment of a range of unit packing sizes suitable to the requirements of jobber, dealer, fleet operator and individual car owner.

(3) Packaging in containers more attractive and useful than those ordinarily employed.

(4) Restriction to organized automotive jobbers of the distribution of Garlock products to that field, eliminating chain stores, and cut-rate jobbers.

(5) Establishment of a price structure designed to allow the jobber and the dealer a satisfactory profit and a strict adherence to these prices and discounts.

(6) Introduction of the products to the automotive replacement field and the creation of a demand for them in the field through advertising in automotive business papers.

(7) Distribution to the jobbers of literature describing the products.

The administration of this plan was vested in the Automotive Products Division, created for that purpose.

Planks (3) and (4) in this platform proved especially helpful in greasing the way through jobbers into this market for the new line, which has been limited to a few items.

One of the products featured to the new market is Garlock Plastallic water pump packing, packaged

in units of four different sizes. Special round paper cans, lined with grease-proof paper and with a metal top and bottom, were designed. Labels were attractively lithographed in the three standard Garlock colors—red, yellow and black.

In accordance with standard practice the larger length units of this packing are wound on spools and placed in cans.

The use of the spool idea for the shorter lengths, however, proved impractical. It made an awkward package to handle and would have been unpopular with the user because of its inconvenience. A solution was found in the use of a grease-proof fiber core with notches in each end. The core, for each size, is made to accommodate one layer and when completely filled carries the exact footage desired. The result is a neat, compact package, convenient to handle and one which will reach the user in perfect condition.

## Another Package Based on Consumer Convenience

In preparing another item, a water pump ring assortment, for the small or medium-size garage, the convenience of the user was uppermost in mind when it came to designing a package. Hinged-lid boxes proved to be the answer. A box which was not accessible except by removal from a larger container was considered impractical. A box with a removable cover was also rejected because of the chance for replacement of covers on wrong boxes, causing confusion as to the correct contents.

This assortment item contains 160 water pump packing rings in seven different sizes, each size being packaged in an individual box of the hinged-lid construction. Another feature of the assortment item is a supply of transparent envelopes. These are for use by the dealer or garage for packaging small quantities of rings which

may be sold to the car or truck owner who does his own servicing.

Metal separators divide the metal box chosen for this item into several compartments. The adoption of this metal container was a departure from the fiber or cardboard boxes commonly employed.

The metal box serves as an attractive and serviceable container in which to display the assortment, which can be replenished by ordering refills. This box, which is finished in black enamel, can also be used as a tool chest.

Inside the cover is a label on which is shown a list of cars and

models for which the contents of the assortment are suitable. To protect the labels on the large box as well as on the small individual boxes, a coat of varnish is applied.

A third item in the line, sheet packing material, was offered on attractive display racks built to accommodate three rolls. Racks are furnished free with initial orders to jobbers. When filled with the rolls of the packing, which has a distinctive garnet color, it is an article which dresses up any jobber's floor. Wherever possible items are packaged in the black, red and yellow color combination presenting a unity to the line.

### Joins Vincent Edwards Group

Fred R. Ivory, formerly Southern representative of the Economist Retail Service division of the United Business Publishers, has been made Florida district manager of Century-Standard-Vincent Edwards, New York. He will make his headquarters at Jacksonville.

### Shigeta-Wright Adds to Staff

J. M. Huddle, formerly of Layne-Huddle, Frank Willming, formerly president of the Frank Fulton Studio, and W. F. Kelley, formerly sales manager of the Buell Manufacturing Company, have joined Shigeta-Wright, Chicago photographers.

GENUINE  
QUALITY



*Scribnerites need a lot of things and they buy them. They are not the easy-money crowd—the habit of economy is not new to them. Once you sell them, their word of mouth recommendation is worth a page in the Saturday Evening Post any day.*

## The Premium Lever Lifts Sales

"Give me a lever long enough and a prop strong enough, and I can single-handed move the world."  
—Archimedes.



### PREMIUMS

are used effectively by many leading manufacturers and distributors for influencing the Consumer and for inducing Dealers and Clerks to "get behind" their lines and push their sale.

Probably no other method of building sales has a wider variety of users. They range from manufacturers of automobiles and cash registers to those of soaps and cereals.

#### THOSE USING OUR SERVICE HAVE

- (a) No premium stock to carry
- (b) No investment in such merchandise
- (c) No handling of premiums
- (d) No losses from "dead stock"
- (e) No payments to make until sales have been made

#### USED BY REPRESENTATIVE CONCERNS

Among the nationally known firms so served (some of them continuously for over a score of years) are:

Lever Brothers Company, Sheffield Milk Company, J. B. Williams Company, McCormick & Company, International Circulation Co. (Hearst Publications), Skinner Manufacturing Co., Burnham & Merrill Co., etc.

#### FREE BOOKLET

Our new 36-page booklet, covering every phase of premium advertising, will be mailed on request. It tells how to reach: Consumers, Dealers, Clerks and Salesmen, and has an article on "Percentages of Redemptions." No obligation attaches to such a request and no one will call without an invitation.

## The Premium Service Company, Inc.

E. W. PORTER, President

9 West 18th St., New York City

## Testimonial Bans "Babe"

USE of Miss Mildred "Babe" Didrikson's picture, together with an alleged interview in a Dodge advertisement, resulted this week in her disqualification from amateur competition by the Amateur Athletic Union. Miss Didrikson, Olympic champion, admits owning a Dodge but denies owning the model advertised or making the statement attributed to her.

If she did not permit the use of her name, according to Daniel J. Ferris, secretary-treasurer of the association, Miss Didrikson can prove it by bringing suit against the advertiser for impairing her amateur status. If she wins the suit, he says, the A. A. U. would immediately reinstate her.

The A. A. U. rule covering disqualification follows: "By granting or sanctioning the use of one's name to advertise, recommend or promote the sale of the goods or apparatus of any person, firm, manufacturer or agent, an athlete shall cease to be eligible to compete as an amateur."

## Death of Lester L. Jones

Lester L. Jones, for the last fourteen years executive secretary of the Publishers Association of New York City, died on December 5, as a result of injuries received in a fall on a subway stairway. He was sixty-four years old. Mr. Jones was at one time business manager of the *Chicago Journal* and, later, was owner and publisher of the *Missoula Sentinel* and *Billings Gazette*, Montana newspapers.

## Has Erskine-Danforth Account

The Erskine-Danforth Corporation, Stamford, Conn., furniture, has appointed Fletcher & Ellis, Inc., New York, to direct its advertising account. Newspapers, magazines and direct mail will be used.

## Has New Account

The Hammond Paint Company, Beacon, N. Y., has appointed Soule, Feeley & Richmond, Inc., New York, to direct the advertising of its agricultural and insecticide products.

## Increases Page Size

*Electricity on the Farm*, New York, with its January issue, will increase its type page size to 5½ by 8½ inches.

## Free Service and Its Abuses

FREE service can be held within reasonable limits if a manufacturer adopts a straightforward matter-of-fact treatment of the problem with his customers. This is the opinion of J. H. Macleod, vice-president of The Hinde & Dauche Paper Company, who discussed the trend toward expansion of free service at a conference held at Pittsburgh by the American Management Association.

The problem presents itself both in promotional work in advance of a sale and in following up a sale with various forms of service without charge to the customer. It is a problem in nearly every line of business, Mr. Macleod said, where abuses have developed either through over-zealousness on the part of salesmen or lack of ethical acceptance by customers.

His own company, Mr. Macleod explained, has a tacit understanding in advance between salesmen

and customer that it will be given the business for at least a year at its price, if the company is able to effect an economy or create an acceptable design for the customer.

Endorsement was given to the suggestion that, when free service is given, the company providing this service should put through a regular invoice, setting forth the cost of the service and marking the invoice "no charge." This brings to the customer's attention the exact cost of the service.

Such a method, in addition, gives to the management providing the service a close check on the cost. It also brings to the attention of the recipient the importance of the service. "Likewise," said Mr. Macleod, "I believe that a customer can be shown the reasonableness of a request that this service be paid for if he has become accustomed to it and the cost has become excessive."

Because free service is a valuable aid to selling, it was recommended that its cost be charged to sales promotion.

## AIR-EXPRESS RATES REDUCED

Nearly 100 important cities on 11,331 miles of established air-routes now reached by air-express under rates lowered 10% to 30%.

PLATES, mats, casts, dies, advertising matter for 25,000 Railway Express Agency points enjoy same high-speed movement, prompt pick-up and immediate delivery.

Specimen Reductions:	5 lbs.	10 lbs.
Coast-to-Coast .....	\$5.64	\$10.44
New York-Chicago ...	2.14	3.44
Chicago-Dallas .....	2.64	4.44
Chicago-El Paso .....	3.94	7.04
Chicago-San Francisco	4.74	8.64
Minneapolis-Chicago..	1.44	2.04
Minneapolis-Dallas ...	3.44	6.04
Minneapolis-New York	2.84	4.84



\* For complete information as to rates, schedules, etc., apply to nearest office of

### RAILWAY EXPRESS AGENCY, Inc.

Operating over the United Air Lines, Northwest Airways, National Parks Airways, Rapid Air Transport, Kohler Aviation Corp., Western Air Express

# Truck Owners Use Advertising to Win an Argument

They Defeat a Railroad Sponsored Bill at the Polls and Get New Business in Addition

By Ralph J. Staehli

Secretary, Allied Truck Owners, Inc.

**F**ORCED to become heavy advertisers in defense against a legislative attack, truck operators of Oregon found that besides winning the argument for them, the advertising brought added business and new public acceptance of their position on the highway.

The entire campaign had been focused on the objective of getting votes but the copy drew attention to the business and its services to the State. At the close of the successful campaign for votes, several common carrier operators reported new business; sufficient in one case to boost totals to an excess of 22 per cent over normal.

The proponents of an initiative truck regulation bill were the first to break large copy. The truck campaign began in May.

From the start, the truck attackers began using space at the rate of several hundred inches a week in Portland papers and selected up-State dailies. The total campaign for the bill is said to have cost in the neighborhood of \$200,000 and a large share of that was used in newspaper space. The copy displayed prominently a long series of highway accidents all of which involved heavy trucks and particularly petroleum and gasoline tankers. Still more of the copy dealt with tax figures and technical articles dealing with alleged damage that trucks were doing to the State highway system.

The truck campaign, sponsored by Allied Truck Owners, Inc., ignored the arguments of taxes, safety and highway damage. That position was arrived at early in the battle.

The first copy which appeared was designed to sell each part of the State on the peculiar advantage of truck highway usage in that

community. In detail the economic and industrial value of highways in each section was advertised to the people at home.

Most lumbering has been transferred from specially built railroads to the highways. Lumbering pay-rolls and turnover were featured in the lumbering communities.

Close observation failed to notice the desired reaction. People had become used to the trucks and took everything that was said for granted.

## *Direct Attack Proves More Effective*

The campaign was re-vamped and opened up with a series of large space advertisements, half-page to full-page, making a direct attack on the railroads, who were sponsoring the campaign favoring the bill, and the real motives of the bill.

The first advertisements boldly accused the rails of misstating the issue, of using faked photographs in their appeal to the public and of deliberately hiding the real purposes of the bill.

This seemed to get a better response and newspaper editors and public decided to take another look at the bill, the purported object of which was highway protection.

The nominal sponsor of the bill was the Highway Protection Association. Further copy was then used to attack this association. It was labeled a fraud by the trucking interests and the public warned that the proposed measure would cost the State millions in increased freight rates. Truck men claimed that to clear the way for rail rate increases was the real purpose of the bill.

There were thirteen initiative

## Printers' Ink-lings



## No Privacy

**"I** have read *Printers' Ink* with a great deal of interest for some time, obtaining from it a lot of practical information and ideas applicable to my business—raising and selling gold fish."

So writes F. L. Bailliere of the Ozark Fisheries, Inc., grower of Japanese gold fish of all varieties at Southland, Mo., which reminds us that sound merchandising ideas have as little privacy as Irvin Cobb's gold fish.

State measures on the ballot. Many of those measures were highly controversial. They included, among other things, the consolidation of the two State colleges, and practically abandoning the University of Oregon.

The heavy advertising by the trucking industry two months before the vote is generally credited with being an important factor in almost immediately making the Railroad Freight Truck & Bus Bill the most hotly debated bill in the list of thirteen.

Almost simultaneously with the first heavy advertising attacking the railroads and their campaign methods, Allied Truck Owners organized a speakers' bureau and in a few weeks had held or attended more than 1,100 public meetings. The advertising prepared the public for the subject of discussion.

The advertising is also credited with holding the organization of truck men in line and in a measure took the place of numerous bulletins. In this it effected a saving of both effort and expense. By arrangement, the successive advertisements became the campaign subjects for the district committees and workers and unified the attack all over the State.

When the railroad bill was launched, trucks were generally receiving critical comment in the press of the State. The first advertising made little impression on editorial comment. The attempt to meet the railroad attack with figures and explanations seemed to start as many more arguments as it settled.

Following the use of large copy and a direct attack on the railroads, sentiment changed. The arguments over taxes, highway usage and damage and safety stopped, and friends of trucks began to appear.

As the truck barrage became heavier and the copy featured spe-

cific charges against the rails, editorial friends doubled in number.

There was no precedent. The trucking industry as a body had never been in a political battle before. Many "sales meetings" were held within the trade. Many drivers at night became house-to-house salesmen for the campaign, taking the schooled message of the cam-

## The Public Be Damned!



## OREGON!

You can't afford to Let the Railroads Get Away with this!

The West Railroad Bill has Nothing to do with "Highway Protection." It CANT REDUCE License Fees.

**Fight a Railroad Monopoly!**

**It Costs Oregon Fifteen Million Dollars Annually**

## BUT

It raises freight rates in Oregon.  
It puts thousands in the Bread Lines.  
It turns over to the Railroads, Oregon's \$150,000,000 investment in Highways.  
It is the Most Dangerous, Deceptive and Costly Abuse of the Initiative Ever Attempted in Oregon.

**VOTE 315 X NO** AGAINST THE RAILROAD FREIGHT TRUCK & BUS BILL

**Fighting Newspaper Copy Like This Helped Defeat the Bill**

paid directly to their neighbors and people they did business with.

Posters played an important part in the campaign. Every truck carried a large three-sheet on which was featured the appeal against putting more men out of work, truckmen claiming that the bill involved the jobs of 27,000 people.

Displayed on one large truck was a relief map of Oregon. The truck was brilliantly illuminated and equipped with a public address system. A speaker used the truck bed



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for his rostrum and the relief map and a group of small trucks as demonstrators for his talks. This truck was used day and night, sixteen hours, in making contacts at industrial plants and institutions.

Radio was used in the last week of the campaign. Prominent State figures opposed to the bill were used as much for the effectiveness of their names as for the hope of their getting last minute audiences.

### Biow Acquires Radio Station

Milton H. Biow, president of The Biow Company, Inc., New York advertising agency, has purchased Station WAAM, Newark, N. J. Ira R. Nelson, controlling stockholder of WAAM, Inc., which sold the station to Mr. Biow, will continue as manager.

### MacDonald H. Pierce on Own

MacDonald H. Pierce, for many years space buyer of the United States Advertising Corporation, Toledo, and, before that, with Fuller & Smith & Ross, Inc., Cleveland, has established his own business at Cleveland as a special advertising representative of magazines.

### Death of A. W. Thompson

Arthur W. Thompson, of Geare-Marston, Inc., Philadelphia advertising agency, died recently at Lansdowne, Pa., aged fifty-three. He had been for many years with N. W. Ayer & Son, Inc., at New York.

### H. E. Signor with Gerber

Howard E. Signor, formerly advertising and sales promotion manager of W. R. Roach & Company, Grand Rapids, Mich., canners, has joined the Gerber Products Company, where he will handle promotion in the Detroit area.

### T. B. Stearns with Butterick

Torrey B. Stearns, formerly with the business promotion department of the New York Times, has joined the staff of the Butterick Business Publications, Inc., New York, as an associate editor of *Grocery Trade News*.

### New Account to Sutherland

The Van Norman Machine Tool Company, Springfield, Mass., has appointed the K. R. Sutherland Company, Boston, to direct its advertising account, effective January 1. Business papers and direct mail will be used.

### Metz Heads Agfa

Herman A. Metz, president of the General Dyestuffs Corporation and a director of the Agfa Anso Corporation, has been elected president of the latter concern. He succeeds Horace W. Davis, resigned.



**FAMILIAR,**  
easily re-  
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these old  
trade symbols tell  
their story well. Mod-  
ern business is built  
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package, product to  
millions of readers.  
With Gatchel & Manning  
photo-engravings your  
illustrated sales talk is  
convincingly reproduced  
from first impression to  
last. Whether halftone,  
line or color, they cost no  
more than less effective  
photo-engravings.

**GATCHEL &  
MANNING Inc.**

C. A. STINSON - President

**Photo-Engravers**

**W. Washington Square  
PHILADELPHIA**



Photo—Anton Bruehl

## FAR, FAR INTO THE NIGHT

Walter D. Teague

Gustav Jensen

Joseph Sinel

George Switzer

Robert L. Leonard

Arthur S. Allen

Ben Nash

**T**HE demi-tasse was served at 8 P.M. From then to midnight, seven foremost industrial designers, gathered together as a group for the first time, discussed and debated the economy of improved package design.

The place was the grill room of the Princeton Club, New York.

The time was Friday evening, December 2, 1932.

The guests were: Ben Nash, Arthur S. Allen, Walter Dorwin Teague, George Switzer, Robert L. Leonard, Gustav Jensen, Joseph Sinel. And one lone client—A. Funduklian of A. & M. Karagheusian, Inc.

The host was PRINTERS' INK MONTHLY.

Every word spoken at this round-table clinic (who said the art of conversation has died?) was taken down. From these notes, a special editorial feature has been prepared for the January issue of PRINTERS' INK MONTHLY that contains ideas, facts and general information about package design that could not be obtained in any other way. Printed on special paper, with special ink, with a photograph of the designers by Anton Bruehl and package photographs by Frederick Bradley. A feature that is as unique as it is useful.

Do you know:

That some \$70,000 was saved in one year when a drug manufacturer adopted a new and improved design for his packages?

That by the use of a simple engineering principle it was possible to save sufficient money in the construction of a rug package to permit adding greatly to its appearance without adding to its cost?

That 10 per cent was saved on the boxing cost of a bedspread package through the application of a novel idea that also had valuable merchandising features?

That a simple device made it possible to use one label where two had formerly been necessary on a tray package?

That the colors on a package of gelatin were cut from five to two and the new package outsold the old two and one-half times?

These few brass-tack cases are simply a miniature sample of the immensely valuable material contributed at this round-table meeting by these leaders in the field of industrial design.

If you could arrange to get these men together some evening and have them discuss your design problems for four hours, you would revel in the abundance of invaluable material. PRINTERS' INK MONTHLY has held such a meeting for you. A stenographic report of this completely informal, highly novel and thoroughly stimulating round-table clinic will appear in the January issue, out January 1, 1933.

**PRINTERS' INK MONTHLY**

# Those Old-Time "Picture Cards"

They Are Still Here, But Modernized as to Their Use and Manner of Presentation

FULLER & SMITH & ROSS, INC.

CLEVELAND, OHIO

Editor of PRINTERS' INK:

Some years ago, various manufacturers of packaged food products used to include in their packages various kinds of pictures—presidents, battleships, baseball stars, etc., as well as small flags, and similar items. These used to have a strong child appeal.

Were there any legal reasons for the abandonment of this merchandising method? Are there any serious objections to such procedure now?

LEON F. HUSSEY,  
Manager of Marketing.

**T**HERE were, so far as we know, no legal reasons for the abandonment of the practice of including picture cards in the packages of foods and other products. As a matter of fact, the idea has not been deserted entirely. There are still a few advertisers who are using this merchandising method in modernized form.

Some twenty years ago almost every boy had a collection of these interesting cards, some of them carrying the pictures of baseball players, others with flags, battleships, birds, animals, flowers and even burlesque queens. There was considerable rivalry not only in collecting these cards, but in the games that were played with them.

The cigarette companies were the principal distributors of the cards but they were also included in packages of various grocery products.

Church & Dwight, makers of Cow Brand and Arm & Hammer baking soda, still distribute cards but not in the packages. They were taken out shortly after a new package with a small opening was introduced. In order to get the card out it was necessary to tear the package apart. In addition, the card had a tendency to work its way to the top and close up the entrance.

This company started distributing the cards about forty years ago. The subjects have included birds of all kinds, fish, dogs, wild animals and Mother Goose subjects.

All of these cards have been of an educational nature, teaching the children not only the names of the different kinds of wild life but teaching them not to destroy the birds, and so on. The cards, today, are sent in sets to children requesting them.

The American Tobacco Company distributed cards with the flags of different countries on them up until this year, in packages of Melachrino cigarettes. The practice was discontinued because it was thought that the idea had outlived its usefulness.

In modernized form, however, this company distributes bridge lessons in Lucky Strike containers. A short time ago it enclosed "Happy-Go-Luckies," a series of novel cut-out place cards.

## *Carnation Uses the Idea for Its Children's Club*

Another modernized version of these old cards was used by the Carnation Company in connection with a club idea for children. Forty-eight picture holders were obtainable only through consumption of Carnation Flaked Wheat, two being inserted in each package, every precaution being made against duplication. Each folder portrayed a national hero, such as George Washington, Daniel Boone, Clara Barton, or Abraham Lincoln. Some of their biographies were included, together with a brief invitation to mothers to interest children in the Nation Builders' Club.

Children were instructed to collect as many little picture folders as possible, write an essay, and send the album, which was supplied for preserving the picture, to the company and receive an award of merit and a full-size facsimile copy of the Declaration of Independence.

Still another form of the card has been used by The Individual Drinking Cup Company for Dixie Cups. On the tops of these cups, containing ice cream, are printed in

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colors animal heads which children are encouraged to collect. A certain number of the tops may be exchanged for large-sized pictures, also in color, of animals.

So this old merchandising idea is not really dead. It is being carried on by a few aggressive advertisers in modern form. It is a package enclosure idea that deserves more attention for it appeals to the collecting instinct which every child seems to possess. They will collect stamps, coins, bits of cloth, dolls, fish-hooks, pictures, and these cards, too, containing not only pictures and descriptive matter but an advertising message on the worth of the product.

Before using pictures of individuals, advertisers should look into the laws pertaining to the right of privacy. Generally, the same restrictions prevail in this field as in any other form of advertising. In addition, the American flag should not be reproduced in this or any other form of advertising.

Some of the products which are taxed by the Government must comply with certain packaging regulations made by the Commissioner of Internal Revenue. There are, for example, specific regulations relating to tobacco and tobacco products on the use of package enclosures.

The contents of a package "must be limited to the net number of

pounds or ounces of tobacco or snuff, or the number of cigars or cigarettes, indicated by the stamp affixed to the package." Manufacturers are permitted, however, to place within the packages "small advertising cards, coupons, certificates, paper bands, circulars, trade-mark tin bags and trade-mark strips which do not materially increase the weight of the contents or the size of the package, and which are intended as an advertisement of the business of the manufacturer and concern the manufacture and sale of his tobacco, snuff, cigars or cigarettes and no other business."

These cards or coupons may also be returnable to the manufacturer or other persons and exchanged for other articles, provided the distribution of the prize articles does not depend upon the event of a lottery. The cards must bear the manufacturer's name and address or registered factory number, district and State.

There are, in addition, regulations regarding such things as indecent pictures and words.

The Brown & Williamson Tobacco Co., is enclosing a coupon now with Raleigh cigarettes. Fifty of these coupons are redeemable for a deck of initialed playing cards. Two decks of cards are offered for eighty-five coupons.—[Ed. PRINTERS' INK.

♦ ♦ ♦

### Hall Printing Elects Secord

Frederick Secord, for twenty-five years general counsel of the W. F. Hall Printing Company, Chicago, has been elected chairman of the board, succeeding the late Robert M. Eastman.

### New Canadian Publication

*Electrical Digest*, a new monthly business paper, is being published at 21 King Street East, Toronto. B. F. Wood is advertising manager. Type page size is seven by ten inches.

### Death of W. C. Edgar

William C. Edgar, for forty-two years manager of the *Northwestern Miller*, Minneapolis, died recently at the age of seventy-five.

### Joins Cleveland Studio

Barry Connor, formerly with Fuller & Smith & Ross, Inc., Cleveland, has joined the Tranquillini Studios, Inc., Cleveland, as a contact man.

### Appointed by Crosset

Ralph Hasty, for many years sales manager of Leonard, Shaw & Dean, Inc., Middleboro, Mass., has joined the L. A. Crosset Company, Augusta, Me., in a similar capacity.

### Hall Organ to Schaffner

The Hall Organ Company, New Haven, Conn., has appointed Claude Schaffner, of that city, to direct its advertising account. Business papers will be used.

### Heads Technical Paper

Richard Harding, formerly with the Maujer Publishing Company, Chicago, will publish the *Siebel Technical Review*, effective with the January issue.

### With Atlanta "Journal"

Robert Whitehead, formerly with the Atlanta *Constitution*, has joined the national advertising department of the Atlanta *Journal*.

## Chain-Store Sales for October

Company	Oct. 1932	Oct. 1931	% Chge.	10 Months 1932	10 Months 1931	% Chge.
Great At. & Pac. (a)	\$66,530,473	\$76,508,258	-13.0	\$732,315,051	\$853,014,455	-14.1
*Sears, Roebuck (b)	23,652,111	27,145,925	-12.9	229,997,154	287,213,533	-19.9
F. W. Woolworth..	22,473,183	26,151,057	-14.0	196,572,943	220,945,760	-11.0
*Montgomery Ward	19,805,497	22,034,206	-10.1	142,462,538	179,058,940	-20.4
J. C. Penney .....	16,752,267	17,965,295	-6.7	121,286,125	135,933,337	-10.7
†Safeway Stores (b)	16,361,301			194,083,568		
Kroger G. & B. (b)	15,667,143	17,899,641	-12.4	181,256,383	209,686,616	-13.5
S. S. Kresge .....	10,505,762	12,498,349	-15.9	96,528,792	112,391,773	-14.1
American Stores ..	8,305,828	9,964,146	-16.6	95,651,912	113,231,731	-15.5
First National (a)	7,791,354	8,281,596	-5.9	84,671,354	88,528,289	-4.3
W. T. Grant.....	6,957,630	7,424,045	-6.3	55,602,920	56,700,885	-1.9
S. H. Kress.....	5,151,473	5,706,437	-9.7	48,595,952	52,234,090	-7.0
National Tea (b)...	4,563,414	5,767,680	-20.8	55,616,732	65,615,333	-15.2
Walgreen Co.....	3,662,962	4,420,857	-17.1	38,260,410	45,473,128	-15.9
McCrory Stores....	3,474,728	3,881,389	-10.4	30,711,546	32,944,066	-6.7
J. J. Newberry.....	2,953,356	2,826,392	+ 4.5	25,049,528	23,300,530	+ 7.5
H. C. Bohack (d)...	2,419,615	2,759,369	-12.3	26,874,188	29,298,550	-8.2
McLellan Stores....	1,855,630	1,940,496	-4.3	15,121,344	16,429,770	-7.9
Interstate Dept. ...	1,776,752	1,870,117	-5.0	14,523,203	17,013,226	-14.6
Melville Shoe.....	1,740,444	2,177,049	-20.0	16,955,883	22,044,007	-23.0
Dominion Stores (c)	1,686,104	1,807,212	-6.7	19,184,220	21,413,565	-10.4
G. C. Murphy.....	1,620,267	1,715,304	-5.5	14,079,720	14,660,983	-3.9
Lerner Stores Corp.	1,619,087	2,013,341	-19.6	16,922,422	20,247,653	-16.4
Consolidated Retail	1,439,260	1,720,325	-16.3	12,245,059	15,756,212	-22.2
Peoples Drug Stores	1,307,519	1,469,225	-11.0	13,238,035	14,282,680	-7.3
Neisner Bros. ....	1,250,658	1,368,911	-8.6	11,445,315	12,414,764	-7.8
Western Auto S'ply	1,118,986	1,119,743	-0.1	9,620,649	10,392,276	-7.4
Waldorf System ....	1,106,083	1,358,847	-18.6	11,661,451	12,950,055	-9.9
Lane Bryant .....	1,023,341	1,240,344	-17.5	9,792,596	12,925,155	-24.2
Schiff Co. ....	683,060	771,826	-11.5	7,155,614	8,263,508	-13.4
Exchange Buffet ..	347,611	425,767	-18.3	3,668,415	4,432,848	-17.2
M. H. Fishman ..	258,001	250,756	+ 2.8	2,002,681	1,977,489	+ 1.2

\*Includes both chain and mail-order sales.

†Comparable figures for 1931 not available.

(a)—4 wks. and 43 wks. ended Oct. 29. (c)—4 wks. and 44 wks. ended Oct. 29.  
(b)—4 wks. and 44 wks. ended Nov. 5. (d)—4 wks. and 42 wks. ended Oct. 29.

## NUMBER OF STORES IN OPERATION

END OF OCTOBER		END OF OCTOBER	
1932	1931	1932	1931
Kroger .....	4,765	4,890	442
Safeway .....	3,392	4,012	275
J. C. Penney .....	1,476	1,458	229
S. S. Kresge .....	721	705	175
Melville .....	484	476	117
Walgreen .....	469	466	79
Exchange Buffet .....	35	35	78
W. T. Grant.....			442
McLellan .....			275
S. H. Kress .....			229
G. C. Murphy .....			175
Peoples Drug .....			117
Neisner .....			79

The Great Atlantic & Pacific Tea Company reports October sales, expressed in tons, were estimated at 415,659 this year, compared with 420,398 in October, 1931. This is a decrease in quantity merchandise sold of 4,739 tons, or 1.13 per cent. Average weekly sales in October were \$16,632,618, compared with \$19,127,064 in 1931, a decrease of \$2,494,446. Average weekly tonnage sales were 103,915, compared with 105,100 in October, 1931, a decrease of 1,185.

In commenting on the decrease of 20.88 per cent in consolidated sales for the eleventh period of four weeks to November 5, 1932, the National Tea Company says: This decrease arises from a reduction in commodity prices and the closing of 111 unprofitable stores, which, while decreasing dollar sales volume, has improved net earnings as indicated by the results of the third quarter of sixteen weeks of 30¢ earned on common stock as compared with 32¢ for the first twenty-four weeks ending June 18, 1932.

Dec. 8, 1932

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4,455	-14.1
3,533	-19.9
7,760	-11.0
3,940	-20.4
3,337	-10.7
5,616	-13.5
1,773	-14.1
7,731	-15.5
3,289	-4.3
9,885	-1.9
4,090	-7.0
5,333	-15.2
1,128	-15.9
3,066	-6.7
5,530	+ 7.5
2,550	-8.2
2,770	-7.9
2,226	-14.6
4,007	-23.0
3,565	-10.4
9,983	-3.9
5,653	-16.4
2,212	-22.2
5,680	-7.3
2,764	-7.8
2,276	-7.4
2,055	-9.9
1,155	-24.2
5,508	-13.4
2,848	-17.2
2,489	+ 1.2

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# General Foods Turns Stockholders into Working Customers

(Continued from page 6)

the most desirable class of patronage a store can want and we have found that as soon as any group of stockholders find that we are planning to enter their particular community they show an active interest. Dealers are quick to realize the importance of this interest.

As a result, in every city where we have sought distribution we have found stockholder interest having a measurable effect on helping us open the most desirable outlets.

The manufacturer who over-

looks the fact that his stockholders represent blue chip customers, preferred buyers for his product, is neglecting an important sales factor.

Don't forget your blue chip customers. Remember that every stockholder wants to know about the operation of the company. And remember that the stockholder who is thoroughly informed upon the products and progress of his company will work enthusiastically and aggressively for the welfare of that company and its products.

+ + +

## Death of A. J. Porter

Alexander Jeffrey Porter, chairman of the board of the Shredded Wheat Company, Niagara Falls, N. Y., died at that city last week, aged sixty-nine. He had been president of the company for many years.

## Appoints Ray Hawley

The Cease Distributing Company, New York, distributor of "Cease for Colds," has appointed Ray Hawley Associates, of that city, to direct its advertising account. Plans call for newspaper and radio advertising.

## To Concerns Who Want Distribution in Midwest

A high-caliber, high-power, scientifically managed, amply financed sales organization, well connected with various trade outlets, invites correspondence with manufacturers seeking retail and wholesale distribution throughout the Midwest. So complete are the facilities of the organization that all you need is an acceptable product and a factory. After knowing your marketing needs, this organization will present to you a definite sales plan, provide the man-power, handle the advertising.

**NOTE**—Correspondence is invited with any bank or banking group having clients seeking Midwest trade outlets.

**Address D. R. G., P. O. Box 665, Cincinnati, Ohio**

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHland 4-6500. President, J. I. ROMER; Vice-President, ROY DICKINSON; Vice-President, DOUGLAS TAYLOR; Secretary, R. W. LAWRENCE; Treasurer, DAVID MARCUS.

Chicago Office: 6 North Michigan Avenue, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager. San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Canada \$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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NEW YORK, DECEMBER 8, 1932

## More "How," The speech of Less Fight President Green at the American

Federation of Labor Convention amazed and disappointed many men always friendly to the aims of labor, men who have looked upon the present leadership of labor as eminently sane and constructive.

When the formerly reasonable labor leader declared that unions are at the end of their patience and are ready to resort to "forceful methods" to compel management to yield to a labor ultimatum for a thirty-hour week, he went away off the reservation.

Without here discussing the economic justification or lack of it for the shorter week and day in industry, the drive for what Mr. Green and his executive committee call their principal objective—"the mastery of the machine"—needs ideas, not belligerency.

The laboring men who destroyed

Arkwright's looms to master the first great machines were called mistaken by their labor successors.

What the world wants is word from Mr. Green or anyone else on how to "master" the machine in its only sane sense, how to make it best serve the nation to the greater benefit of all.

If a man with a practicable idea to cure the present economic paradox will merely let the nation in on his secret, he won't have to use force to get his plan accepted.

There is more to the problem than a thirty-hour week, a panacea which would in all probability completely bankrupt many railroads and other struggling industries.

Long before Mr. Green suggests force to put over his all too simple plan, wouldn't it be a good idea for him to use a little force and speed in cleaning up the racketeering in building trade labor circles and other situations which have been brought to his attention by members of his own organization? One good job along these lines has already been done in the motion picture field. More need doing.

Nothing could be more ill timed than a belligerent attitude and threats of force, when careful and consistent co-operation between capital, labor and management is imperative.

## "Buy American"

It is to be hoped that the "Buy American" movement which is now getting under way will not reach the sentimental, flag-waving stage. If it does it will fall flat and not only defeat its own purposes but do damage as well.

We never did take a great deal of stock in the latter portion of Stephen Decatur's famous sentiment, "My country! May she always be right; but right or wrong, my country," or words to that effect. This is mischievous in certain respects and especially so when applied to merchandising.

No sensible person is going to argue against the premise that the greater the outlet for American-made goods the faster will American prosperity be restored. And it



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goes without saying that all of us place the restoration of American prosperity first without any mushy regard for the interests of other countries.

Just the same, this is an economic question that has to be worked out by the head and not by the heart. Emotionalism in such a contingency is not only useless; it is dangerous.

A look at what is going on in England furnishes plenty of evidence along this line. The "Buy British" campaign, skilfully planned, has been carried forward with such consummate efficiency that the Britishers have been exalted out of their traditional stolidity for once and the movement a short time ago reached almost the proportions of a fanatical holy war—or jahad, as the followers of the good prophet Mahomet would put it.

But last week the dollar value of the pound sterling dropped to the lowest point in history—a matter of \$3.145.

The flags may wave, the spellbinders do their stuff and the sacred name of patriotism be invoked; but if American-made, English-made or any other kind of goods cannot hold their own in the domestic market on their merits, all the fervor will be wasted.

Right now, as was mentioned in last week's **PRINTERS' INK**, this country is being flooded with quantities of cheap and shoddy merchandise, notably Japanese, which is being sold strictly on a price basis. It sells for little and is worth less.

The answer to this, however, is not a stirring cry to "Buy American"; heart throbs have no place in its makeup. Rather it is a proposition of using advertising in a sufficiently intelligent manner to present the real picture of the American merchandise, and when this is done the trash will get the cold shoulder that it deserves.

The advertising can be employed so as to enable people to differentiate between the spurious and the real. They will get the idea quickly enough.

Meanwhile it might help a great deal if department stores and other large retail outlets would give

American-made goods at least an even break in their merchandising and advertising. When we see these advertisers exhibiting cheap toadyism by labeling their offerings of popular-priced merchandise "Made in England" or made somewhere else, we yearn to acquire a huge war club and get busy with it.

If "Buy American" can help dramatize the folly of this sort of thing it will accomplish at least something. But if the movement is set to patriotic music it will not get very far, the main reason being that people do not buy that way.

**Why Wait, here," remarks Mr. Young?** Owen D. Young.

"If times were different, I daresay commercial exploitation would already be in the newspapers and magazines."

As chairman of General Electric, Mr. Young is in a position to know what he is talking about when he discusses television, and he probably does.

Anyway we are willing to take his word for it, the subject being one of which we know nothing.

We might, however, venture an argument with him about "if times were different." This is just the time of all times for the aggressive, fighty advertiser to get the jump on competition with a new product—if the product is worth fighting for.

This doesn't apply exclusively to television, either—or even to new products.

A depression is a breeding time in which new business leaders are brought forth. They may find the world tough and uninviting; but, other things being equal, they establish pioneer rights; they are under way when their competitors are only starting.

**Cord to Cohu**

The full-page blast which Cord threw at Cohu and Cohu shot back at Cord in their startling fight for proxies made many an advertising man wonder wishfully why it is that when two men get awfully mad at each other and are out after

control of a great corporation, they immediately think in terms of full pages.

Why is it also that the same sort of big executive, when he is doing a merchandising job, seldom gets enthusiastic enough to attempt something equally dramatic in equally large space?

This is not the first time that big battles for control or to attract the attention of the public have been waged in the public press. They almost always result in interesting and human copy, simple English, and dramatic presentation. Middle-aged commuters with weak eyes read full pages of small words on their way in from Evanston, Maplewood, White Plains or Beverly Hills—whether they own stock in the company, have any direct personal interest in it or not.

What a great thing it would be if the same amount of intensity and the same dramatic copy slants could be applied to strictly a merchandising job and the searching out of new markets. Too often the advertising, when it turns from a battle for proxies to a battle for markets, becomes more stodgy, less dramatic. Too often the full pages in a large list of representative mediums dwindle to parsimonious and pinch-penny advertising.

What a real merchandising job youthful Mr. Cohn and young Mr. Cord could do if they could carry over into the merchandising field the same white-hot spark of excitement!

### **Improvement in Ohio**

A convention with neither speeches nor badges, luncheons nor entertainment, and no stenographic reports might seem as incredible a fantasy as an advertising agency without a vice-president.

Nevertheless, that is what took place at Cincinnati recently. The business of the convening organization was completely and efficiently transacted in a few hours, whereas that process had previously involved the destruction of two full days.

There is a type of retrenchment to be enthusiastic about. Time is saved by all concerned. Money is

conserved by both the individual members and the association itself. And we further suspect that the actual business before the house (if any) can be cleared up more intelligently in a brief, sleeves-up session than in an atmosphere cluttered up with the usual volume of dull papers by dull persons, bad food and worse vaudeville.

The convention in its traditional form is a luxury at best, though perhaps a justifiable one (sop to the innkeepers) in those palmy days when business practically runs itself.

And not all speeches represent waste of tonsil and eardrum tissue. There are some which perform definite educational and inspirational functions for the organizations concerned. Braving the risk of being termed the eternal Pollyanna, we place the proportion at one in thirty-five. That's a heavy gamble for these times and in general we are on record for the type of moratorium indicated above.

Appropriately enough, the name of the organization which has set this happy example in convention technique is the Ohio Valley Improvement Association.

### **That Monopoly Myth**

At every suggestion of a revision of the Anti-Trust Laws, political demagogues set up the cry of "monopoly." They profess great fear that any liberalization of present laws will lead to the growth of monopolistic groups.

This fear, older than the Anti-Trust Laws themselves, is entirely unsound and shows a characteristic misunderstanding of enlightened business thought.

Business is too complex today to foster monopolies except in fields of public utilities where they can be made subject to strict legal control.

Let politicians stop worrying about monopolies and become seriously concerned about a far more important question—"What can the Government do to encourage a fair profit for industry and thus bring about higher wages and increased buying power?"

# Newell-Emmett Company

*Incorporated*

*Advertising • Merchandising Counsel*

40 EAST 34TH STREET  
NEW YORK

AN ADVERTISING  
AGENCY FOUNDED  
ON THE IDEA OF  
RENDERING SERVICE  
OF EXCEPTIONAL  
THOROUGHNESS TO  
A SMALL NUMBER  
OF ADVERTISERS

## CLIENTS

Liggett & Myers Tobacco Co.

Western Electric Company

Loose-Wiles Biscuit Co.

Graybar Electric Company

Assn. of Amer. Soap and Glycerine Producers

Group IV, N. Y. State Savings Banks Assn.

Bell Telephone Securities Co.

The Manhattan Company

Bigelow-Sanford Carpet Co., Inc.

American Tel. & Tel. Co. (Trade Mark Service)

Equitable Life Assurance Society

Copper & Brass Research Assn.

"NOT HOW MUCH, BUT HOW WELL"

## DECEMBER MAGAZINES

VOLUME OF ADVERTISING IN  
MONTHLY MAGAZINES(Exclusive of publishers' own  
advertising)

	Pages	Lines
Town & Country (2 issues) ..	46	30,963
Fortune .....	46	29,043
The Spur .....	40	26,990
House & Garden .....	32	20,245
N. Y. Metropolitan Edition ..	38	24,276
Vanity Fair .....	28	17,437
N. Y. Metropolitan Edition ..	30	19,096
The American Magazine ..	40	17,192
Motor Boating .....	39	16,848
The Chicagoan (Nov.) ....	24	16,212
Cosmopolitan .....	38	16,155
Popular Mechanics .....	71	15,848
Forbes (2 Nov. issues) ...	36	15,481
Harpers Magazine .....	65	14,644
Country Life .....	21	14,172
Boys' Life .....	20	13,831
Physical Culture .....	31	13,479
Popular Science Monthly ..	31	13,101
Atlantic Monthly .....	52	11,686
Christian Herald .....	17	11,656
The Sportsman .....	17	10,941
American Boy .....	16	10,632
Scribner's .....	25	10,605
Redbook .....	23	10,003
Polo .....	15	9,912
Nation's Business .....	22	9,592
The Instructor .....	14	9,575
Open Road for Boys .....	22	9,389
Motion Picture .....	22	9,285
Universal Model Airplane		
News .....	21	8,982
Movie Classic .....	20	8,659
Extension Magazine .....	13	8,648
Forum .....	20	8,580
Home & Field .....	14	8,539
Travel .....	13	8,374
American Golfer .....	12	7,880
American Rifleman .....	18	7,865
True Confessions .....	18	7,693
Field & Stream .....	18	7,691
House Beautiful .....	12	7,573
New England Edition .....	25	15,631
Radio News .....	17	7,465
Better Homes & Gardens ..	17	7,452
New Outlook .....	18	7,442
Review of Reviews and		
World's Work .....	17	7,408
Real Detective .....	16	6,857
Screen Book .....	16	6,829
Psychology .....	16	6,708
Dream World .....	16	6,670
Life .....	15	6,404
National Sportsman .....	15	6,280

	Pages	Lines
Sports Afield .....	14	6,152
Screenland .....	14	6,120
Arts & Decoration .....	9	6,048
The Grade Teacher .....	13	5,901
Picture Play .....	14	5,898
Broadway and Hollywood		
Movies .....	13	5,756
College Humor .....	13	5,617
Sunset .....	13	5,555
Silver Screen .....	13	5,504
Film Fun .....	13	5,434
Outdoor Life .....	12	5,187
Judge (November) .....	12	5,109
American Legion Monthly ..	12	4,951
St. Nicholas .....	11	4,932
Modern Living .....	12	4,920
Screen Romances .....	11	4,774
Elks Magazine .....	11	4,684
Hunting & Fishing .....	11	4,649
The Scholastic (2 Nov. is.)	11	4,545
Scientific American .....	10	4,463
American Mercury .....	19	4,332
American Home .....	7	4,159
N. Y. Metropolitan Edition	10	6,042
Magazine of Wall Street (2		
Nov. issues) .....	9	3,981
Asia .....	9	3,870
True Detective Mysteries ..	9	3,700
Current History .....	15	3,256
Nature Magazine .....	7	2,850
Golden Book .....	12	2,752
Rotarian .....	6	2,482
Newsstand Group .....	11	2,475
Munsey Combination .....	10	2,128
Street & Smith's Big Seven		
Group .....	10	2,128
True Experiences .....	5	2,060
American Forests .....	5	1,960
Bookman .....	8	1,848
The Lion .....	4	1,815
Young Men .....	4	1,470
Street & Smith Combination	5	1,120
Blue Book .....	4	1,005

## WOMEN'S MAGAZINES

	Pages	Lines
Vogue (2 issues) .....	81	51,262
Harper's Bazaar .....	71	47,464
Ladies' Home Journal .....	63	42,972
Good Housekeeping .....	84	36,104
Woman's Home Companion	51	34,607
McCall's .....	51	34,421
True Story .....	56	23,941
Delineator .....	35	23,658
Pictorial Review .....	19	13,207
Photoplay .....	27	11,627
Modern Magazines .....	25	10,586
The Parents' Magazine .....	24	10,466
Farmer's Wife .....	14	9,569
Household Magazine .....	14	9,542

Tower M  
Junior L  
Holland's  
Woman's  
True Ro  
Child Li  
Junior I  
Needle  
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Babies  
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New Y  
Americ  
Time  
Collier's  
Literary  
Liberty

Lines	Pages	Lines
6,152	Tower Magazines .....	23 9,489
6,120	Junior League Magazine ..	21 8,735
6,048	Holland's .....	10 7,915
5,901	Woman's World .....	11 7,217
5,898	True Romances .....	16 7,069
	Child Life .....	14 6,202
5,756	Junior Home Magazine ..	12 4,991
5,617	Needlecraft .....	6 4,104
5,555	American Girl .....	8 3,645
5,504	Babies .....	5 2,282
5,434	John Martin's Book .....	4 1,772

**CANADIAN MAGAZINES**  
(November Issues)

Lines	Pages	Lines
4,932	Maclean's (2 issues) .....	50 35,278
4,920	Canadian Home Journal ..	44 31,007
4,774	Mayfair .....	46 28,914
4,684	The Chatelaine .....	35 24,556
4,649	National Home Monthly ..	25 17,773
4,545	Can. Homes & Gardens ..	23 14,500
4,463	The Canadian Magazine ..	16 11,033
4,332	Commerce of the Nation	
4,159	(November) .....	21 8,883
6,042		

**NOVEMBER WEEKLIES**

Lines	Pages	Lines
3,981	November 2-7	
3,870	Saturday Evening Post..	45 30,596
3,700	New Yorker .....	49 21,034
3,256	Time .....	33 14,107
2,850	Literary Digest .....	26 11,792
2,752	Collier's .....	17 11,557
2,482	American Weekly .....	6 11,501
2,475	Liberty .....	14 5,923
2,128	Business Week .....	11 4,611
	New Republic .....	4 1,674
	The Nation .....	4 1,400

Lines	Pages	Lines
1,470	November 8-14	
1,120	Saturday Evening Post..	40 27,011
1,005	American Weekly .....	9 16,989
	Collier's .....	25 16,821
	New Yorker .....	39 16,658
	Time .....	30 12,679
	Literary Digest .....	13 5,897
	Business Week .....	12 5,061
	Liberty .....	7 3,113
	The Nation .....	4 1,500
	New Republic .....	3 1,222

Lines	Pages	Lines
23,941	November 15-21	
23,658	Saturday Evening Post..	49 33,033
13,207	New Yorker .....	49 20,901
11,627	American Weekly .....	8 15,320
10,586	Time .....	21 8,866
10,466	Collier's .....	13 8,610
9,569	Literary Digest .....	16 7,510
9,542	Liberty .....	13 5,735

Pages	Lines
13	Business Week .....
4	New Republic .....
2	The Nation .....

November 22-28	Pages	Lines
Saturday Evening Post..	30	20,203
Collier's .....	23	15,324
American Weekly .....	8	15,100
New Yorker .....	35	15,087
Time .....	31	13,430
Liberty .....	17	7,281
Literary Digest .....	10	4,607
Business Week .....	7	2,988
The Nation .....	4	1,700
New Republic .....	3	1,404

November 29-30	Pages	Lines
Business Week .....	9	3,797
The Nation .....	3	1,200
New Republic .....	3	1,167

Totals for November	Pages	Lines
Saturday Evening Post..	164	110,843
New Yorker .....	172	73,680
American Weekly .....	31	58,910
Collier's .....	78	52,312
Time .....	115	49,082
Literary Digest .....	65	29,806
Liberty .....	51	22,052
Business Week .....	52	21,905
New Republic .....	17	7,195
The Nation .....	17	6,600

**RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS**

	Pages	Lines
1. Vogue (2 issues) ....	81	51,262
2. Harper's Bazaar .....	71	47,464
3. Ladies' Home Journal..	63	42,972
4. Good Housekeeping ...	84	36,104
5. Maclean's (2 Nov. is.)	50	35,278
6. Woman's Home Comp..	51	34,607
7. McCall's .....	51	34,421
8. Can. Ho. Jour. (Nov.)	44	31,007
9. Town & Country (2 is.)	46	30,963
10. Fortune .....	46	29,043
11. Mayfair (Nov.) .....	46	28,914
12. The Spur .....	40	26,990
13. The Chatelaine (Nov.)	35	24,556
14. True Story .....	56	23,941
15. Delineator .....	35	23,658
16. House & Garden .....	32	20,245
17. Nat'l Home Mo. (Nov.)	25	17,773
18. Vanity Fair .....	28	17,437
19. The American Magazine	40	17,192
20. Motor Boating .....	39	16,848
21. The Chicagoan (Nov.)	24	16,212
22. Cosmopolitan .....	38	16,155
23. Popular Mechanics ...	71	15,848
24. Forbes (2 Nov. is.) ..	36	15,481
25. Harpers Magazine .....	65	14,644

## FOUR-YEAR RECORD OF DECEMBER ADVERTISING

	1932 Lines	1931 Lines	1930 Lines	1929 Lines	Total Lines
Town & Country (2 issues).....	30,963	57,590	79,058	112,800	280,411
Vanity Fair .....	17,437	33,294	50,957	75,535	177,223
House & Garden .....	20,245	29,380	48,843	77,111	175,579
Maclean's (2 Nov. issues) .....	35,278	33,977	50,700	55,280	175,235
Country Life .....	14,172	23,133	47,302	79,371	163,978
Arts & Decoration .....	6,048	23,100	47,124	63,378	139,650
Nation's Business .....	9,592	24,171	35,957	49,142	118,862
Cosmopolitan .....	16,155	20,223	34,382	38,626	109,386
Forbes (2 Nov. issues) .....	*15,481	*18,547	*27,972	45,789	107,789
The American Magazine .....	17,192	22,099	32,069	35,104	106,464
Popular Mechanics .....	15,848	21,742	26,656	40,544	104,790
Harpers Magazine .....	14,644	22,792	27,300	35,224	99,960
Boys' Life .....	13,831	24,480	28,635	30,870	97,816
Atlantic Monthly .....	11,686	18,795	24,236	32,397	87,114
Popular Science Monthly .....	13,101	19,121	22,187	27,873	82,282
House Beautiful .....	7,573	12,851	23,009	37,985	81,418
American Boy .....	10,632	13,489	22,677	32,230	79,028
American Home .....	4,159	8,532	23,816	34,063	70,570
Review of Reviews & World's Work .....	7,408	11,109	18,181	29,445	66,141
Physical Culture .....	13,479	17,881	14,792	16,043	62,195
Scribner's .....	†10,605	11,043	18,998	19,148	59,794
Christian Herald .....	11,656	12,498	*14,515	*15,847	54,516
Forum .....	8,580	11,232	13,299	20,878	53,989
Redbook .....	10,003	10,761	11,601	19,924	52,289
Motion Picture .....	9,285	9,943	14,445	17,690	51,363
Life .....	6,404	8,007	*12,662	*22,701	49,774
Open Road for Boys .....	9,389	9,820	12,628	16,066	47,903
Field & Stream .....	7,691	9,937	13,013	16,731	47,372
True Detective Mysteries .....	3,700	8,383	15,218	14,907	42,208
Better Homes & Gardens .....	7,452	8,413	10,568	15,663	42,096
National Sportsman .....	6,280	7,462	8,539	12,819	35,100
American Mercury .....	4,332	7,396	8,227	13,618	33,573
Sunset .....	5,555	7,007	7,704	10,364	30,630
Screenland .....	6,120	5,513	10,328	7,729	29,690
Extension Magazine .....	8,648	9,149	6,425	5,198	29,420
St. Nicholas .....	4,932	9,829	7,722	6,578	29,061
Outdoor Life .....	5,187	5,891	7,497	9,114	27,689
New Outlook .....	7,442	*5,258	*6,850	*17,423	26,973
Scientific American .....	*4,463	*4,550	*5,734	9,311	24,058
Current History .....	3,256	2,902	2,830	3,416	12,404
Munsey Combination .....	2,128	2,912	3,136	3,696	11,872

Totals ..... 438,032 624,212 897,792 1,217,631 3,177,667  
 \*Smaller Page Size. †Larger Page Size. ‡Four Dec. Issues. §Five Dec. Issues.

## WOMEN'S MAGAZINES

Vogue (2 issues) .....	51,262	76,058	83,259	120,015	330,594
Harper's Bazaar .....	47,464	53,790	67,595	83,973	252,822
Ladies' Home Journal .....	42,972	52,477	59,901	77,180	232,530
Good Housekeeping .....	36,104	45,431	57,594	66,272	205,401
Woman's Home Companion .....	34,607	35,826	45,259	51,807	167,499
McCall's .....	34,421	38,281	36,780	44,580	154,062
Canadian Home Journal (Nov.) .....	31,007	27,234	37,749	44,609	140,599
Delineator .....	23,658	21,494	29,180	29,130	103,462
True Story .....	23,941	23,503	25,775	27,307	100,526
Pictorial Review .....	13,207	20,600	26,248	29,676	89,731
The Chatelaine (Nov.) .....	24,556	22,116	18,785	19,915	85,372
Photoplay .....	11,627	11,943	21,328	23,884	68,782
The Parents' Magazine .....	10,466	19,906	18,807	18,863	68,042
True Romances .....	7,069	8,842	10,407	15,018	41,336
Household Magazine .....	9,542	8,962	8,348	9,857	36,709
Woman's World .....	7,217	6,240	7,600	10,823	31,880
American Girl .....	3,645	4,914	6,965	9,447	24,971
Needlecraft .....	4,104	4,041	5,135	6,905	20,185

Totals ..... 416,869 481,658 566,715 689,261 2,154,503

## WEEKLIES (4 November Issues)

Saturday Evening Post .....	110,843	170,283	*272,287	*379,533	932,946
New Yorker .....	73,680	91,347	*135,550	*171,732	472,309
Collier's .....	52,312	73,248	*112,214	*113,565	351,339
American Weekly .....	58,910	*96,233	*89,720	*83,319	328,182
Time .....	49,082	*77,041	81,909	87,732	295,764
Literary Digest .....	29,806	31,434	*58,971	*87,278	207,489
Liberty .....	22,052	20,855	*46,140	*51,553	140,600

Totals ..... 396,685 560,441 796,791 974,712 2,728,629

‡Five Issues.

Grand Totals ..... 1,251,586 1,666,311 2,261,298 2,881,604 8,060,799

SING

9 Total  
 8 Lines  
 00 280,411  
 35 177,221  
 11 175,579  
 80 175,235  
 71 163,976  
 78 139,650  
 42 118,862  
 26 109,386  
 89 107,789  
 04 106,464  
 44 104,790  
 24 99,960  
 70 97,816  
 07 87,114  
 73 82,282  
 85 81,418  
 10 79,028  
 53 70,570  
 15 66,143  
 43 62,195  
 18 59,794  
 17 54,516  
 78 53,989  
 24 52,289  
 10 51,363  
 01 49,774  
 16 47,903  
 11 47,372  
 17 42,208  
 13 42,096  
 9 35,100  
 8 33,573  
 4 30,630  
 9 29,690  
 8 29,420  
 4 29,061  
 3 27,689  
 3 26,971  
 1 24,058  
 6 12,404  
 6 11,872

Issues.

5 330,594  
 3 252,822  
 0 232,530  
 2 205,401  
 7 167,499  
 0 154,062  
 9 140,599  
 0 103,462  
 7 100,526  
 6 89,731  
 5 85,372  
 4 68,782  
 3 68,042  
 8 41,336  
 7 36,709  
 3 31,880  
 7 24,971  
 5 20,185

1 2,154,503

3 932,946  
 2 472,309  
 5 351,339  
 9 328,182  
 2 295,764  
 8 207,489  
 3 140,600

2,728,629

8,060,799

They said . . .

*"Lift yourselves by your bootstraps"*

# And we DID!



IT has become a part of the daily routine of The Rapid Electrotpe Company to do "impossible" things, such as — 1800 each of 2 half-page ads in one day; a job in eight hours that ought to require 3 days; an electro to the West Coast by plane in 24 hours.

If you could see how Rapid handles orders . . . see the 200-foot finisher's table, the modern equipment that works with almost magical speed and precision, the system of control that cuts out every waste moment and motion, the standard of quality that insures good results, the manner of shipping and labeling . . . you would understand the work-a-day calm with which hurry orders are executed. This is equally true whether the job is large or small. All this explains why most of the country's largest advertisers use Rapid's facilities, quality work, and knowledge of the game as important aids in the success of big campaigns.

# The RAPID Electrotpe Co.

W. H. KAUFMANN, President

CINCINNATI

Branch Offices . . . NEW YORK • CHICAGO • PHILADELPHIA

# The Little Schoolmaster's Classroom

C. C. FOGARTY, of the Matteson-Fogarty-Jordan Company, Chicago, enters as something of a record-winning advertisement one which appeared in *The Fruit Grower* of St. Joseph, Mo., dated January, 1911.

Advertising the old-style Edison phonographs with the big horn, it brought an answer from one Walter Brown, of Hillsville, Va., in October, 1932. Brown of Hillsville, just having gotten around to looking over the advertising pages, said to the company that he believed he could sell all three of the kind of machines displayed in the advertising.

Anyone who knows of a recent record where an advertisement twenty-one years old brought back the coupon, is in a position to dispute Mr. Fogarty's claim that this one is a record for longevity.

\* \* \*

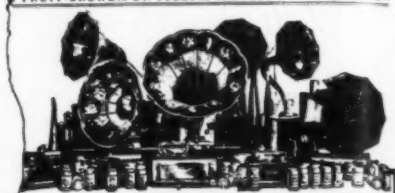
As the Schoolmaster has pointed out on numerous occasions business-paper space can be used just as effectively to help dealers sell as it can to sell to dealers. As a matter of fact, if the "help-dealers-sell" angle is used properly, the advertisement does a double job.

The Schoolmaster was forcefully reminded of this by two full-page advertisements he clipped recently from dealer papers.

The first, over the signature of Pequot Mills, is headed "Ten Tested Ways to Sell Pequot Gift Sets," and the illustration shows Santa Claus having a gift set put into his pack.

The copy is confined almost entirely to ten, one-paragraph suggestions for selling the sets. It tells the dealer how to display them properly, how to train the salespeople to get their proper volume and suggests storewide

FRUIT-GROWER, ST. JOSEPH, MISSOURI



**Your Choice** of Any of These  
**Yes, FREE.** Shipped positively and absolutely free. You do not have to pay us a single penny either now or later. We don't ask you to keep the photograph—we just ask you to complete it as a free loan. We do not even ask you for any deposit or any payment and you may C. O. D. payment to us. All we ask is that you tell us whether of the phonographs you want.

promotion of practical gifts. Any dealer who will read this advertisement—and it is so prepared and written that many dealers will read it—will get from it ten good practical ideas for selling an important item of merchandise.

The second advertisement is for General Electric Hotpoint household appliances. A large part of this advertisement is taken up with an illustration showing a gift table with a checkerboard covering and Hotpoint devices attractively arranged and tagged.

The advertisement is headed "How to Set a Sales Table for Christmas" and lets the picture tell most of the story. In addition the copy stresses the value of pushing electrical appliances as gift specialties.

These two advertisements demonstrate two excellent ways of putting a how-to angle in dealer advertising. The one tells the story in words and the other in pictures. Either method has real sales appeal these days.

\* \* \*

A Christmas folder, which can also be used throughout the year, has been devised by the Royal Typewriter Company, which will use it for all occasions when its machines are to be suggested for gift purposes.

This economical folder is made



**Confine  
Your Expenses  
to the  
Actual Volume  
of Goods  
Moving!**

**H**ERE'S sound advice for manufacturers whose shrinking sales volume has caused branch house losses. **Close your branches and use A.W.A. Warehouses instead!** You can have all the advantages of expert branch house organization—yet confine your expenses to the actual volume of goods moving.

A.W.A. Warehouses, located in 189 principal American cities, will store and handle your goods just as your own branch warehouses would do. All the usual warehouse functions—storage, repacking, rebilling, car loading and trucking—will be performed by experienced help. Your sales agency will be relieved of the responsibility of supervision over clerical and laboring help . . . permitting your branch manager and his sales staff to concentrate on their proper duty—**selling your goods!**

You have no lease, no labor pay-

## Stop Branch House Losses

BY USING

**A. W. A.  
WAREHOUSES**



roll, no expenses beyond those of handling goods which actually move! Your costs are based on the number of units of your goods that are handled. You pay on a "piece work basis" for goods actually stored or distributed. Such flexibility in controlling costs enables you to make important savings; and relieves you from the enormous cost of a fixed, inflexible branch house overhead.

Full details of the A.W.A. Plan of Distribution are contained in our 32-page booklet, sent free on request. Write today for your copy.



**AMERICAN  
WAREHOUSEMEN'S  
ASSOCIATION**

2026 Adams-Franklin Bldg., Chicago, Ill.

## A Man to Share Printing Profits—

An aggressive salesman who is able to sell can increase his income substantially with us. The man we are looking for will be able to capitalize the advantages of our complete Composing Room, Press-room and Bindery.

If you are a hustler and feel you can produce business, we should like to hear from you. Telephone for appointment.

**ROYCE PRINTING CO., INC.**  
333 Hudson Street, N. Y.  
Telephone: Walker 5-8541

### We Know of

a seasoned advertising, merchandising and sales executive, now employed, but whose talents are not being fully used.

He will consider any genuine opportunity with a firm that can use a part or all of his training and experience.

For the past 12 years, advertising director and sales manager for two nationally known firms—leaders in their respective industries.

Capable of directing or personally preparing advertising in all its forms; i.e., direct mail, dealer helps, billboards, trade paper, newspaper, radio and national magazines. Can go out and intelligently sell or direct the sale of advertised products. This man believes in the future of American business and is anxious to communicate with or meet any firm offering this opportunity. Appointments may be arranged thru this office.

**THE AITKIN-KYNETT CO.**  
Advertising Agency  
1408 South Penn Square, Philadelphia, Pa.

## For information on TRADEMARKS

*How to Select and Register them  
also HOW TO OBTAIN*

**PATENTS • COPYRIGHTS**

*Write to*

**Clarence A. O'Brien**

*Registered Patent Attorney*  
526-4 ADAMS BLDG., WASHINGTON, D.C.

**FREE BOOK and FOLDER on Request**

possible through an astute use of illustration and color. The illustration employed throughout the piece is that of a jovial figure in black and white who, at this time when the Christmas spirit is beginning to fill the air, looks without a doubt like our old friend, Santa Claus.

A gold crown, however, perched on his snow white locks gives this figure the appearance equally as well of a king—the Coleish king we usually see in story books with a white beard and dressed in ermine. The drawing of a king naturally ties up with the name "Royal" and is therefore appropriate at any season.

Green and red, as Christmas colors, give way in this advertising piece, to the equally effective holiday colors, green and gold. The gold color ties up splendidly with the "Royal" name and the king illustration.

Royal, which has been emphasizing its new Signet models, in this piece is illustrating the whole line as making appropriate gifts.

\* \* \*

An enterprising bus operator in Newark, N. J., has installed a radio in his bus and reports that it has increased business. His passengers prefer lively music, he says.

Signs on the front of buses in the near future may indicate the kind of music obtainable—"Symphony Orchestra Now Playing," etc.

\* \* \*

A young married couple, after

## Wanted Sales Manager

to build and manage nation-wide sales organization selling new, real money-saving food specialty direct to city and small-town homes. Must have had experience building sales force through field sales managers. We are not looking for a big promoter; prefer young man who can cooperate with others on sales management problems and who has open-minded attitude of making changes and improvements. Write, giving age, experience and any other particulars.

Address "X," Box 225 Printers' Ink  
6 North Michigan Ave., Chicago, Ill.

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considerable hesitation and doubt, recently bought a new Chevrolet. It was their first car and they were inordinately proud of it.

The husband spent part of every Sunday morning polishing it carefully and his wife brushed the upholstery at least twice a week. They induced all of their friends to take rides and drank in the praises of their new and prided possession.

When they had owned the car three months they received what turned out to be probably the most inept sales letter that it would have been possible to send them. The letter was from the manufacturer of a car in the \$1,000 to \$1,500 class.

It said in effect, "Several months ago you purchased a cheap car. It has been our experience that people who buy cheap cars find that they are not satisfactory. These people find that they want cars with longer wheel base, more luxurious upholstery, more power, more pep." Thus, the letter went on.

Instead of being ashamed of their new purchase, the young married couple immediately became highly incensed at the company sending them the so-called sales letter.

They are probably just a little prouder of their Chevrolet now than they ever were, and one fact is certain: When this couple graduate into the income group which will enable them to buy a more expensive car, the manufacturer who is responsible for the inept sales letter is not going to get even a look-in.

\* \* \*

In a Christmas advertisement E. I. du Pont de Nemours & Company are inviting inquiries; but these inquiries are to be sent to four other organizations, not to Du Pont. The advertisement advertises guns, although du Pont doesn't sell guns.

It does sell, however, the necessary ammunition and is, therefore, interested in promoting the sale of guns.

This particular advertisement advises in the heading that "You

## TO THOSE WHO WANT A WRITER OF BELIEVABLE COPY

I want to work for somebody like H. A. Batten. Some battler against ballyhoo. Some believer in back-to-sincerity.

I have written believable copy. I believe in believable copy. I aim at copy that states instead of claims. Copy that helps with specific proposals rather than discourages with fear appeals. Copy that if it *has* to generalize, generalizes without boasting and if it *has* to warn, warns without scolding.

### 3 Years, 5 Years, 2 Years

I have written general and business-paper copy for Agency A for the last three years, Agency B for five years previous and Business Paper C for two years before that. Ten years out of ten, clients have liked my work, and will tell you so.

### Ideas, But Not Fixed Ideas

Some of my ideas on copy you will find in "Printers' Ink Monthly"—March, 1932, p. 57; Feb., 1931, p. 41; March, 1930, p. 33; "Printers' Ink Weekly"—Nov. 19, 1931, p. 10; Sept. 3, 1931, p. 10; Feb. 5, 1931, p. 49; May 22, 1930, p. 10; Feb. 20, 1930, p. 91; July 7, 1929, p. 25; May 2, 1929, p. 88.

I am thirty-two. Married. Available for work on New York January 1 or as soon as there is a need for me. Address "Z," Box 226, Printers' Ink.

## PARTNERS IN ADVERTISING

A MANUFACTURER with merchandising and sales experience, who has been a buyer of advertising, is temporarily retired from active business. He contemplates establishing an advertising agency and is seeking the association of several men (from 30 to 40 years), prominent in advertising circles and with a record of ability to get business. They must be men of unquestioned business and character qualifications, with confidence in the future of the agency business—men of reputation based upon continuous performance in the past, and vision as to the future—men who would perhaps prefer to be in business for themselves because they think more of their futures than of their past.

If such men are available, the advertiser will finance the proposition in good part—but not entirely.

He further pledges himself to keep all correspondence in strict confidence.

Briefly outline your past, but do not reply unless you think you qualify.

"W," Box 224, Printers' Ink

## BINDERS

To make the files of the Printers' Ink Publications more accessible we sell binders at cost. The Weekly holding ten or more copies is \$1.25, postpaid, and the Monthly holding nine copies \$2.00, postpaid. These binders are an attractive addition to any desk or library.

give the great outdoors when you give a gun." The copy elaborates on that theme. Then inquiries are solicited: "If you would like authentic information about any particular kind of shooting, get in touch with the following sources."

The sources are the various associations whose membership is interested in trapshooting, skeet, rifle shooting or fish and game conservation.

\* \* \* \*

A movement which is more than vaguely reminiscent of the good old Selden Patent days in the automotive field, is that being sponsored by six manufacturers of electric clocks. Just as the old Selden fight found its way into the advertising pages, so is this movement being given wide publicity among dealers.

In advertisements in publications going to many types of dealers handling electric clocks, these six companies are playing up the idea that, "Now you can sell clocks with surety and security—full patent protection."

The advertisement then goes on to point out that the fundamental patents in the electric clock field are those of Henry E. Warren and Arthur E. Poole and that these six companies have taken out licenses under both patents. These companies further point out that any dealer who buys from them will be fully protected against any suits that may be brought later.

### Acquire Bradley Products

John M. Woestenburg, has purchased a half interest in the Bradley Products Company, Fostoria, Ohio, manufacturer of auto trunks, racks and specialties. E. W. Schaufelberger, secretary-treasurer and general manager of the corporation has also purchased a half interest.

### Appoints Franklin Agency

The Brooklyn Metal Stamping Company, Brooklyn, N. Y., has appointed the Franklin Advertising Corporation, New York, to direct the advertising of its Home Broadcaster. Magazines and business papers will be used.

TORONTO HALIFAX MONTREAL WINNIPEG LONDON, E.C.	<h1>"GIBBONS KNOWS CANADA"</h1> <h2>J. J. GIBBONS Limited</h2> <p>CANADIAN ADVERTISING AGENTS</p>	REGINA CALGARY EDMONTON VICTORIA VANCOUVER
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## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

### ADVERTISING AGENCIES

**MAIL ORDER SPECIALISTS**  
Obtain canvassers, salesmen, distributors thru publication advertising.  
**MARTIN ADVERTISING AGENCY**  
171A Madison Ave., New York, Est. 1923

### BUSINESS OPPORTUNITIES

**NEWSPAPER FOR SALE**  
Semi-weekly located in Rocky Mountain district, altitude 5,000 ft. Prosperous Western key center town, population 18,000. Property worth \$50,000, will take \$25,000. \$15,000 cash and mortgage to reliable party. Box 674, Printers' Ink.

### EMPLOYMENT SERVICES

## Muncy Placement Service

Specializing in Advertising Personnel

Executives, craftsmen, juniors, secretaries, clerical. All placements by Elizabeth Muncy, for 10 years in charge of employment bureau of AAAA.

280 Madison Avenue, New York City  
CAledonia 5-2611

### HELP WANTED

**EDITOR** wanted for Automotive publication. Write in detail, stating age, salary, past connections, mail samples of work. Information to be treated strictly confidential. Box 671, Printers' Ink.

**PRINTING-SOLICITOR-SALESMAN** wanted. Experienced in commercial catalogue. Direct by mail or publication printing. Drawing account and commission. Replies should state age, experience and amount of controlled printing. Address Box 2341, Suite 803, Times Bldg., N. Y. C.

### POSITIONS WANTED

**Experienced Artist** with ideas, a visualizer who can produce eye-catching layouts or finished art work in any medium, thorough knowledge of color, figure, lettering, also Photo-engraving, Lithography and Type, wants a position with an Advertiser, Publisher or Lithographer. Box 673, P. I.

**Can You Keep Me Really Busy** on copy, publicity, or editorial work? Editors now buying my articles. Graduate engineer, 12 years' writing, wide experience. Willing to travel. Locate anywhere. Box 672, P. I.

**Business Publication Representative** can handle another trade or industrial paper in the New York territory; wide acquaintance with agencies and advertisers. Box 668, Printers' Ink.

## IDEA-SHOPPERS NOT WANTED

Advertising man now employed will serve honest merchant part-time on small-fee basis. Write to Box 669, Printers' Ink.

**PUBLISHER'S BUSINESS MANAGER**  
Available January 1st. Business Manager of 350,000 A.B.C. National Monthly Magazine. College Degree. 31 years. Knows Magazine Publishing—Circulation, Office Management, Production and some Advertising. Box 670, Printers' Ink.

**CARTOGRAPHER**—Road and Advertising map expert—desires connection with printer or publisher interested in adding profitable department or contract basis. Box 675, Printers' Ink.

### PUBLICITY-EDITOR

Dissolution New York Advertising Department by First-Rank Corporation makes available energetic young man experienced house organs, trade magazines, publicity, newspapers, sales manuals. University Graduate. Married. Box 676, P. I.

### SALES LETTERS

\$199,000.00 worth of hearses—\$156,000.00 insurance—\$138,000.00 stock—\$72,000.00 fountain syrups—60 tons of axle grease—and many others were sold as a result of Dean Burgess Letters. Sales cost less than 10%. Ask what his letters will do for you. Dean Burgess, 1535 Walnut Street, Kansas City, Mo.

## CAUTION

Applicants for positions advertised in PRINTERS' INK are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding.

Advertisers receiving quantities of samples from numerous applicants, are also urged to exercise every possible care in handling and returning promptly all samples entrusted to them.

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# Putting Punch into Printing

**L**OTS of booklets would sell more goods, if the features of the product were properly played up

---

• In the copy

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• In the cover

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• In the type treatment

There's a big difference between just a booklet and a piece of sales literature.

When an advertiser says he wants the first, we usually figure he means the second. And give it to him.

## Charles Francis Press

PRINTING CRAFTS BUILDING

461 Eighth Avenue New York, N. Y.

**THE  
MILLINE RATE  
FOR  
GENERAL ADVERTISING  
IN THE CHICAGO  
DAILY TRIBUNE  
IS THE  
LOWEST IN CHICAGO!**

**Chicago Tribune**

THE WORLD'S GREATEST NEWSPAPER

Chicago Tribune Offices: Chicago, Tribune Tower. New York, 220 E. 42nd St.  
Atlanta, 1825 Rhodes-Haverty Bldg. Boston, 718 Chamber of Commerce Bldg.  
San Francisco, 820 Kohl Bldg.